

The Age-Old Problem Of Aging Skin

SEBRING BUSINESS USING NEW TECHNOLOGY

By BILL ROGERS

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SEBRING — The answer to aging skin is found in the cow.

At least that is what DNA Health Institute, a Ventura, Calif., company, says it has discovered.

The DNA CryoStem Skin Therapy System was introduced in 2000, and a Sebring businesswoman is using the skin stem cell technology that she just learned about it in January of this year.

"It's so advanced; it's outside the box," said Lori Guelff, owner of The Studio of Health and Beauty.

According to the company, the stem cells are obtained from the cow's embryonic fluid. Company officials believe that the bovine stem cells have the ability to share genetic information and cross animal kingdoms. They cite the example of pig heart valves being able to co-exist in the human body after being implanted.

Once the embryonic cells come in contact with living human skin, the re-introduction of young DNA begins to reorganize and share its biological information.

"This is a purely organic source," Guelff said. "It's living. They freeze it and when it comes in contact with your skin it turns around and produces new cells."

Guelff, who has a bachelor's degree in health education from the University of Pittsburgh, said she heard about the technology while attending a medical conference in California.

DNA Health Institute offers training four times a year to certify people to become a DNA technician and do the procedure. Guelff attended a three-day session in California, which she said involves learning about the technology and doing the procedure. Then there is an exam.

"Our class was not just people in skin care," she said. "There were scientists there and genetic engineers. It was amazing."

Guelff said she and an Orlando woman are the only two people in Florida who have been certified by DNA Health to do the procedure here.

The procedure, done in a sterile setting, begins with applying an organic mask to eat the cells that are on the skin and then thoroughly cleaning the skin. Once the skin is prepared, the material, which includes cell membranes, is patted into the skin.

She said a "big change" takes place in six days.

"You feel a tightening," she said. "We see the fine lines start to dissipate."

So far, Guelff has started the facial treatment on eight clients, including her husband, Steve.

Sarah Goldstein had her first treatment last Wednesday. Goldstein said she is a regular customer at The Studio and was interested as long "as you as you don't cut me or stick me with needles."



Highlands Today photos by KATHY WATERS

Lori Guelff uses a steril field pipet to apply DNA syrum for subdermal penetration.

Goldstein said it was like having a facial and noted that when she woke up Thursday morning she noticed an immediate difference. She said her face was "really smooth" and added that it feels drawn.

"I'm excited and am looking forward to the end results," she said.

Each treatment costs \$150. Six treatments are scheduled two weeks apart.

An additional treatment is needed every six to eight months, she said.

Guelff said she was initially concerned about the controversy involving DNA and stem cell research.

"This is nothing to do with humans," she said. "There is no harm to the animals."



A variety of pure organic products are used for DNA kryostem skin therapy.