

More than skin deep interest in treatment

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Sion Barry, Western Mail

A START-UP Swansea venture at the forefront of skin rejuvenation intense pulsed light (IPL) technology, which can remove unwanted facial hair and cure acne, is winning orders globally.

CyDen, based in Technium Swansea, only launched its new iPulse system in November last year, and is already exporting to the USA, Mexico, Korea, Singapore, Australia, Spain, Portugal, Denmark, the Czech Republic, Slovakia and the Philippines.

Its iPulse system can also be used to treat thread veins, age spots and uneven pigmentation.

CyDen has already taken orders for over 120 systems and anticipates building hundreds of systems this year.

In the next few months it is anticipated that sales will begin in Germany, Japan, India, Indonesia, Malaysia, Brazil, Italy, Poland, Turkey, Hong Kong and Russia.

In the UK, CyDen has signed a distribution deal in the UK with Crystal Clear International to cover the health and beauty salon market.

In September last year CyDen employed just four engineers - it now employs 26 people with a fully-operational manufacturing team.

CyDen is also exciting the interest of investors and has successfully concluded a major funding package of £2m which included a £300,000 regional selective assistance grant from the Welsh Assembly Government and £1.7m in equity and a debt facility through Longbow Capital.

The use of laser therapy for acne, hair removal and vascular and pigmented lesions was pioneered in South Wales.

The Swansea area has a cluster of companies specialising in the development and manufacture of laser and IPL systems for cosmetic applications

The CyDen team includes several of the experts who were behind these advances in the early 90s and were responsible for the first patents and the first US Food & Drugs Administration approvals for laser technology in the field.

The technology developed by CyDen means the iPulse system is half the size of traditional systems.

The IPL system uses the whole of the light spectrum as opposed to lasers which use a single wave length.

It means a much larger surface skin area can be treated with a more even intensity of light energy in a much shorter time than a conventional laser.

General manager Kevin Smith said CyDen's new iPulse system is among the first of the "second generation" of IPL devices.

"It is unique in providing a square pulse/constant spectrum output that allows treatments at lower energy levels with greater comfort than older IPL units.

"To the clinic operator, this means more satisfied customers and greater profitability.

"The iPulse system is cheaper to buy than competing systems on the market, it's simple to use and absolutely safe which is why it is proving so popular in the UK and overseas.

"We have been on a number of overseas trade missions organised by Wales Trade International and the response from potential distributors has been exceptional. We are working around the clock to meet the demand."

The company is now ramping up production to meet the growing demand for its product and work is already underway on the next generation of iPulse systems which will be launched in September.