



The DL on BBL Treatments

BBL is taking the skin world by storm. No, we're not talking about Brazilian butt lifts, we're talking about Broadband Light (BBL) treatments that have been adopted by board-certified dermatologists around the world to offer patients dramatic skin results with little-to-no downtime. BBL treatments are clinically proven to rejuvenate the skin at a *molecular level* – yep, that means literally stopping the signs of aging in your cells.

What is BBL all about? Is it worth all of the hype? Could it be right for you? Read on to find out.

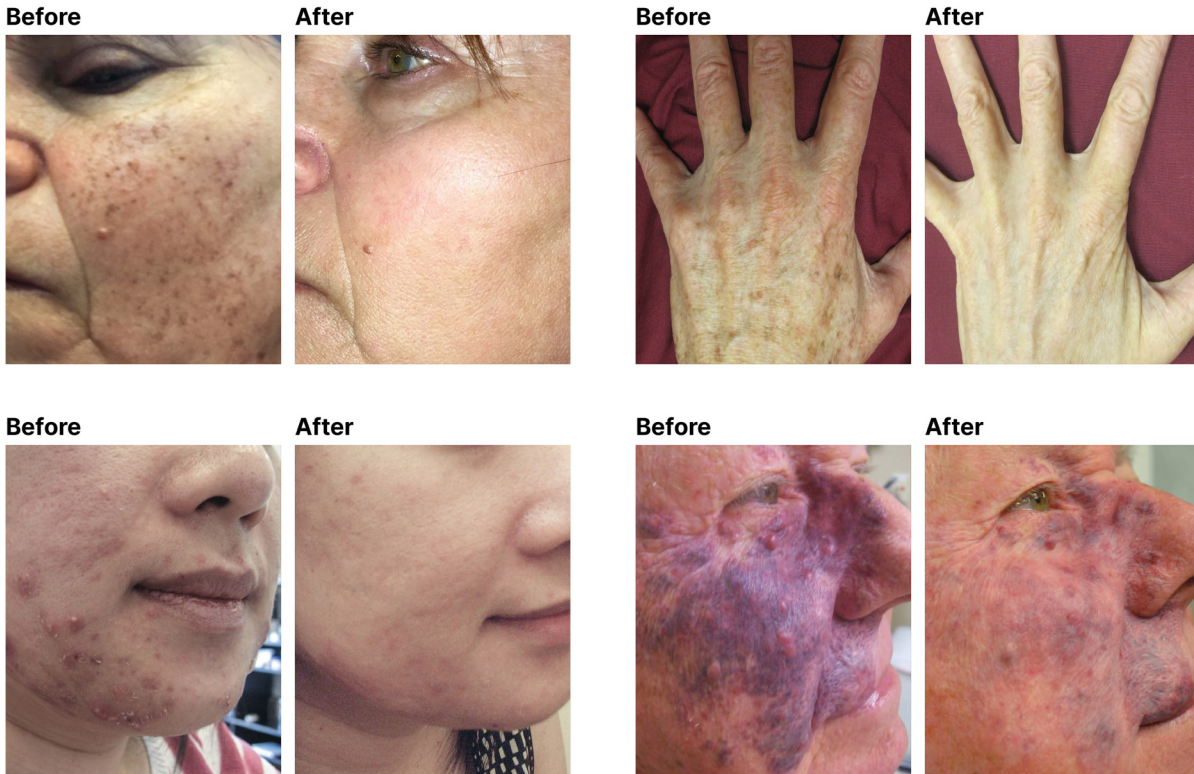
The BBL Basics

Broadband Light (BBL) treatments pulse broad-spectrum light into the skin. This light is absorbed by both the blood vessels that contribute to redness and brown pigments in the skin – then eliminates them. BBL's light energy also stimulates your body's collagen production, delivering results from the inside out. Unlike a laser treatment, a BBL photofacial directs hundreds of colours of light onto the skin at the same time. These different wavelengths target different layers of the skin, delivering dramatic results. Patients experience skin that is clearer, brighter, smoother, and healthier looking.

BBL is especially effective in two areas:

Treating Redness & Pigmentation

This treatment is recommended for people struggling with redness, rosacea, sun damage, unwanted freckles, and age spots – what dermatologists often call “reds and browns.” We’ve seen impressive results with patients looking to correct these cosmetic concerns in as little as 1-3 treatments.

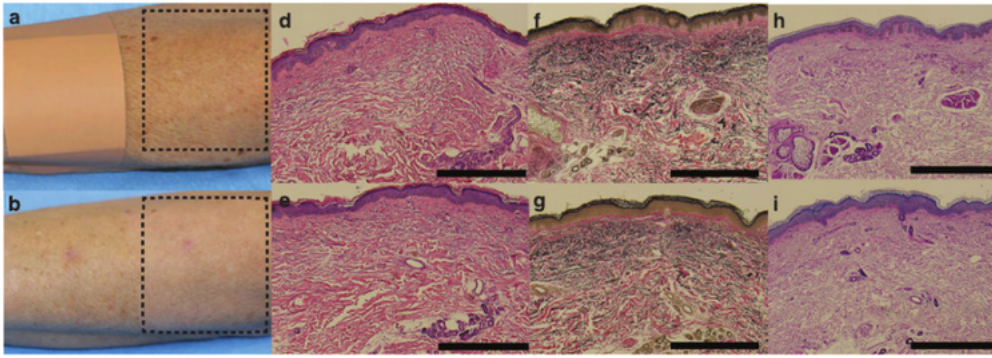


Rejuvenating Skin to Create a More Youthful Appearance

BBL treatments are clinically proven to rejuvenate the skin. This is big news in the world of dermatology.

A groundbreaking 2012 study at Stanford University revealed that, “BBL treatment can restore gene expression patterns of photoaged and intrinsically aged human skin to resemble young skin.” In other words, light pulses reach deep into the skin to create changes at the gene-level.

Skin doesn't just look younger, the signs of aging are stopped in their tracks and characteristics of youthfulness in aged cells and tissues are restored. This can deliver dramatic results for those looking to address fine lines, enlarged pores, and other signs of aging.



This image shows the arm of a 73-year old woman before BBL treatment, then again after three BBL treatments with reduced fine wrinkling, hyperpigmentation, and erythema in the treated area compared with the untreated area. The skin aging parameters show significant decreases in fine wrinkling, abnormal pigmentation, and global skin aging assessment after BBL treatment.

What BBL Treats

Every patient will have a consultation with our board-certified dermatologists to determine if BBL is appropriate for their unique skin health and goals. In general, we find this is a recommended treatment for people who want to address:

- 1. Redness:** BBL reduces the appearance of redness in the skin, including rosacea, broken blood vessels, and flushing. BBL can safely be used on the face, neck, chest, arms, legs, back, and hands.
- 2. Pigmentation:** BBL treats age spots, sun damage, unwanted freckles, and other discolorations. This is not a recommended treatment for melasma or melasma-prone skin.
- 3. Skin Texture & Laxity:** BBL is loved by patients who are looking to address “reds and browns” because treatments can also improve skin texture, firmness, and the appearance of pores.
- 4. Acne:** We often recommend BBL to patients with active acne who are looking for cosmetic results. BBL treatments deliver light energy deep into the skin to target sebaceous glands and remove acne-causing bacteria.

What To Expect

BBL treatments are safe, comfortable, and require little-to-no downtime. Here’s what you can expect:

- **Consultation:** We recommend only receiving BBL treatments under the supervision of a board-certified dermatologist. Dermatologists are skin experts with thousands of hours of medical training. In your consultation at IDC, the dermatologist will examine your skin then create a treatment plan based on your goals. Depending on your concerns and target treatment area (BBL is safe for use on the face, neck, chest, arms, legs, back, and hands), we will determine the most appropriate light wavelengths to use for your treatment.

- **Treatment:** The treatment can be done on the same day as your consultation. We cleanse your skin, apply a clear conducting gel (no numbing cream required!), and equip you with protective eyewear. Broadband light is then delivered in quick, mostly-painless pulses across the skin. The light may appear bright – even through your safety glasses – and may feel warm or hot on the skin. Some patients experience a feeling similar to the snap of a rubber band against the skin. The treatment may take only a few minutes for smaller treatment areas, such as cheeks or hands, or up to an hour for larger areas, like the legs.
- **Recovery:** Downtime is minimal with most patients returning to their normal activities immediately after the procedure. The skin may become red and sensitive for a few hours or a few days, particularly in those patients with rosacea. Some patients experience swelling or bruising. All patients should avoid direct sun exposure and use a high SPF sunscreen to protect the skin in the days and weeks post-treatment.
- **Results:** The results of BBL can be seen in as little as one to two weeks after the treatment. Optimal results may take weeks to months to fully appear, as collagen production continues to improve the skin's appearance over time. For most patients, we typically recommend 3-5 BBL treatments for maximum results.
- **Maintenance:** We offer BBL Forever Young® treatments for patients who've achieved their desired results, yet want to keep the aging process at bay! Ongoing BBL Forever Young® treatments are clinically proven to create and maintain a youthful appearance by rejuvenating the skin at a molecular level, altering gene expressions to keep skin cells looking and acting youthful.

Potential Side Effects

While BBL is a safe and effective treatment, you should be aware of these rare, potential side effects. In rare cases, data shows that BBL treatments have resulted in blistering or burns, changes in skin pigmentation, scarring, or eye injuries. More common side effects may include, redness, swelling, or bruising, which usually subsides after a few days.

Remember this is a medical procedure that should be overseen or directed by a trained and licensed healthcare professional. Book a consultation to determine if BBL is right for you, and to discuss any potential risks or side effects associated with the treatment.

Why Our Patients Love BBL

We treat men and women of all ages and stages of life. We treat people who:

- Are desperate to get rid of a skin condition that makes them feel embarrassed or self-conscious.
- Want to look their best for an upcoming wedding, reunion, or other special occasion.
- Are self-described health fanatics looking for BBL's biohacking, anti-aging results.
- Want to erase the effects of years spent worshiping the sun or spending time in the mountains.
- Simply want to look as good on the outside as they feel on the inside.

Our patients love BBL because it is:

- A treatment that delivers real, lasting results.
- Mostly painless and described as comfortable by most patients.
- Non-invasive and requires little-to-no downtime.
- Proven-effective through groundbreaking clinical trials.
- Safe, especially under the supervision of a board-certified dermatologist.

Paired Treatments

BBL not only delivers a wide range of results (hello clear, bright, rejuvenated skin!) it pairs easily with other treatments for even more dramatic results. Based on our patient's goals and budget, we often recommend pairing BBL treatments with:

- **HALO:** A skin rejuvenation technique that uses ablative laser energy to penetrate the deeper dermis to stimulate collagen production. If you're looking for more dramatic results in skin texture, laxity, lines and wrinkles, this may be a worthy add-on to your BBL treatment.
- **EXO|E Skin Revitalizing Complex:** This three-step topical treatment uses biomimetic nanoparticles from plant stem cell technology to help skin heal, recover, and rejuvenate. Exosomes are applied to the treatment area before, during, and after your BBL treatment to deliver faster healing and maximum results.

Is BBL Right For You?

Still have questions? Think BBL will help you achieve your skin goals? Reach out! Talk to our board-certified dermatologists to explore if BBL is right for you.

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