

Galvanize your skin!

Welcome to the press kit for Dermaspace.

Owner, Jody Leon, created Dermaspace to bring Hollywood's best-kept skincare secret to the Northwest. Also known as the "skin gym," the Iderm® Facial Treatment uses galvanic current, a natural, low-level form of electricity, to infuse skin with restorative vitamins and minerals. The result? Radiant, clear, younger-looking skin that's plump with moisture and smooth to the touch. Are you ready for your close-up?

Finally Available in Seattle

Dermaculture, the parent company who created the Iderm process, only licenses its trade name and proprietary skincare technology throughout the United States to select skincare establishments. Dermaspace is currently **the only skincare studio in the Pacific Northwest certified in the Iderm Deep Ionization Technique.**

Fun Fact: On the entire West Coast, only 12 salons provide the Iderm treatment.

Enter Jody Leon, Skin Wizard

In 1995 Jody was trained and certified on the Iderm Treatment in West Hollywood at *The Face Place* (now known as *Sally Hershberger's Face Place*), one of Hollywood's best skincare centers. *Face Place* clients included Cindy Crawford, Bette Midler, and Sophia Coppola, to name a few.

After a few years at *The Face Place*, Jody moved on to build a successful private practice in Los Angeles. In 2002 he decided it was time to trade L.A.'s sunny smog for Seattle's rainy fog and moved to the Pacific Northwest, where he continued to build an exclusive, private skincare clientele. And in 2009, he made the Iderm Treatment available to the general public.

Fun Fact: The Iderm® Treatment isn't just for women. Celebrities such as Brad Pitt, Christian Slater, and funny man, Mike Myers, have all enjoyed the benefits of this amazing skincare process.

Don't Expect Cucumbers: Or, Why's it Different

The Iderm Treatment is serious skincare for the serious client who's looking to take their regimen to the next level. The average "spa facial" focuses on pampering the client through the **addition** of masks and creams.

Conversely, the Iderm Treatment is all about **subtraction**; removing impurities, extracting blemish-causing bacteria, and infusing the skin with healthy, water-soluble solutions of vitamins and minerals.

What Results Can You Expect?

The Iderm Treatment is *skin detox* at its best: You will notice immediately after the first treatment how utterly clean your skin feels. The absence of dirt, oil, and dead skin cells allows light to reflect, giving your skin a younger appearance. Increased circulation provides a radiant glow without makeup. Your skin also holds more moisture, so it feels softer and plumper. For rosacea sufferers, the galvanic current constricts blood vessels and soothes inflammation, thereby reducing redness. For those with acne, it helps unclog pores so that sebum (excess oil) can easily be removed.

Further treatments diminish fine lines, even skin tone, and provide a clearer complexion. Jody recommends beginning your anti-aging program with a treatment once a week for the first four weeks, followed by bimonthly or monthly treatments.

“Just like the gym,” Jody says, “the more you go the better the results — that’s why this treatment is often referred to as ‘**The Skin Gym.**’ ”

Are you ready for *your* workout?

Galvani-wha?: Or, Here’s How It Works

The Iderm Facial Treatment is a 4-step process.

1. **Preparation:** As you lie on a comfy massage table in Jody’s peaceful, ocean-blue studio, he gently cleanses and exfoliates your skin. As he works, he evaluates your skin type, explains the Iderm Process, and answers your questions and concerns.
2. **Moisture Pack:** Jody places cotton fabric on the skin, which has been soaked in a yucca root solution. Yucca contains saponins, often called “nature’s detergents” due to their combination of water-soluble and fat-soluble components. An infrared heat dome is then placed over the face to prepare the skin for detoxification. While you bask in the relaxing warmth, he massages your arms and hands.
3. **Deep Cleaning:** Now comes the fun part: Jody begins with a small vacuum, which oxygenates the skin and removes surface debris. He then performs a thorough, manual extraction of the facial tissue, dislodging impurities, attacking blemishes, and unclogging your pores.
4. **Ionization:** Finally, he wraps your face and neck with cotton that’s been soaked with an anti-aging solution containing, among other nourishment, Vitamin C and zinc. Vitamin C helps regenerate tissue, stimulate collagen production, and acts as an antioxidant. Zinc is an anti-inflammatory, which calms the facial tissues.

He then applies a galvanic current to ionize the solution. The current helps firm skin, tighten pores, decrease inflammation, increase collagen production, and promote new cell growth, in addition to reducing bacterial growth.

Fun Fact: Your skin actually wants to reject what you put on it, so the only way to truly affect the lower layers of the skin is to draw vitamin-rich solutions into the dermal tissue by means of electricity.

Extractions and Electrical Current?!: Or, Does the Treatment Hurt?

Generally, no. As with a workout regimen, clients new to the manual extraction process may experience minimal discomfort for a brief period.

As for the ionization process, most people find the galvanic current actually kind of tickles. It’s a low-intensity, adjustable current that is so safe you could use it every day. And because the body itself is electric, some clients find it so relaxing, they fall asleep during this step, while others find it perks them up.

Fun Fact: Galvanic current is also used in the medical arena; the Iderm Treatment is recommended for pre- and post- laser and surgical procedures to boost the healing process.