

THE RIGHT MAN, IN THE RIGHT PLACE, AT THE RIGHT TIME

The genesis of REYU, The Natural Revolution.

By Dr. med. Ilan Karavani

To what extent can we claim credit for what we have achieved? Circumstances determine much, after all. But life is like a card game, you deal the cards haphazardly and then you play your hand to the best of your ability. Almost a symbiosis between the universal energy and your own connection to the Cosmos.

As for me, I took my first steps in the hospital, towards skin care, in 1984. As a dermatology intern. A department that would embrace me in 1987 with a full-fledged training position as a physician specialist.

Why is this so important now?

Because these dates were just the birth moments of a new revolution. The heavy aesthetic surgery that I was allowed to participate in extensively in 1986 under the guidance of Professor Fans Seghers was coming to an end.

Botox, lasers, fillers and wires were quietly emerging.

The doctor-couple Carruthers then introduced their findings on botox (which by the way was the brand Dysport) for the first time to a larger audience at the congress in Orlando - USA in 1991. No one realized what the future held in store for us. The press commented after the congress: 'It's an idea that goes nowhere ...'. That was the spirit of the times.

On the spot, I came into conversation with Dr. James Fulton, an imposing Texan with a wide-brimmed hat and two cords connected by a metal plate as a tie. He was the Carruthers' family friend. He detected my interest in botox and was willing to share his experience to a 30-year-old colleague from unknown Belgium. His words are still fresh in my memory: "Young lad, let me teach you this... ". He took me under his wing and taught me the technique.

The reality-check.

Once back in my practice, I looked for the product. To my great disappointment, it was nowhere to be found and, in most countries, it was even illegal, outside of hospital neurological departments.

The parliamentary division in Belgium is famous for its lack of consensus and that has its advantages. Belgium had no legislation regarding botox. A botox "no-man's land. So, I discovered that the Allergan branch was in Antwerp, precisely because the legislation here was unclear. And it was a few hundred meters from my practice, the Meir at number 40 I recall. I called them and a few days later I was up and running.

Thus, due to circumstances, I probably became the 4th doctor in the world to inject Botox. All the rest followed in rapid succession. Collagen injections, fat padding, gold threads and later gore-tex threads, the first lasers, hair transplants and liposuction.

A smooth transition?

I experienced the transition from heavy surgery to a new era of lasers and injectables from the front row. The influx was enormous and it took until the next millennium (2000) before it really became mainstream. The days of heavy liftings with pulled and unnatural resinsignations a la 'Donatella Versace' or distorted resinsignations a la 'Michael Jackson' were winding down.

We were waking up.

I was getting a bit older and so were my patients. At first, I saw them rejuvenate in a beautiful natural way, especially compared to the era of surgery, but silently something began to go wrong... By the year 2012, it slowly became clear that those who had been receiving injectables for more than 20 years no longer looked so natural. The facial swelling after hyaluronic acid injections and facial distortions from years of botulinum toxin became recognizable. At parties, you could take the "fervent" users right out. But a few years later, even Hollywood could no longer hide the injections. Despite their visits to top doctors. It was the technique that was wrong. Not the doctors. Tom Cruise appeared in 2021 with a bloated face, and that raised the alarm for many. Hollywood went for the "natural look," with dire consequences. Hyaluronic acid was removed with hyaluronidase injections and Botulinum toxins were no longer repeated every 3 months. Actors and actresses appeared on the silver screen with their wrinkled faces.

What does happen now to our familiar dream world?

I wondered the same thing. At conferences, all we heard was that we are losing volume, especially in the fat lobes and that our skin is sagging. A few talked about bone loss, but there was nothing you could do about that, but compensating with semi-permanent fillers a la Carbohydroxy appatite (Radiesse). The choice was aging or looking unnaturally "young". There was no mention of muscle and volume. The only time volume was linked with muscle mass was in jaw slimming with injections of botox into the jaw muscle. Apparently, we did know ... in our subconscious.

Coincidences

But coincidences come your way at the most unexpected times and occasions. On August 13, 2013, my daughter Laura married her husband Yoann. Yoann's father is a famous and experienced radiologist all but a few days my age. In a social moment among colleagues, I pulse to CT scans of the head in search of the lost fat lobes with aging Miraculously, we discover together that the loss of volume primarily affects muscle and bone. As with the rest of the body. Once we are at a normal weight, the volume is determined by muscle and bone. Bone, by the way, depends on our muscle activity. The greater the tension the muscles exert on the bone, the more we produce bone cells. So, loss of muscle tone also means loss of bone. The first part of the riddle has been deciphered. I am wildly excited. We lose muscle mass and muscle tone, and consequently bone mass.

Skin and fat lobes have little to do with volume. The proof is found in Bell's palsy, or a condition in which half a face is paralyzed. Both halves of the face have identical skin and a similar volume of fat lobes. Consequently, the "drooping and hollow part" is only due to the volume and tone of the muscles in that part.

A new era is dawning, with new players.

A bizarre feeling overwhelmed me. Suddenly I saw before me a new era emerging that will replace our old vision of aging. As in 1987, I knew that a new adventure had begun.

After all, threads in the skin do not elevator the face. Muscle tone does.

Skin and fat do not provide our volume. Bone and muscle do.

Since Bell's palsy was a nerve problem, I looked into nerve regeneration. That's how I came upon the natural biofeedback loops that connect the muscles to the central nervous system. Turns out that these degenerate with age, causing poor muscle function, with loss of muscle volume and muscle tone in the first place.

With botulinum toxin injections, we further disconnect the muscles from the nervous system and drive the muscles even further toward more muscle loss.

The lost muscle volume due to age and toxins, we eagerly replace with injections of a gel that attracts water, hyaluronic acid. At some point we have more gel than muscle sitting in our face, and the typical swelling occurs almost immediately.

Almost day and night, with sometimes barely 4 hours of sleep, I've immersed myself in the biofeedback loops. Turns out that the health of all our organs is due to these loops. Not just muscles but hair, genitals, joints, wounds, and even our mental well-being. The crazy thing is that these loops also involve the blood vessels and lymphatic pathways. They, too, are connected to the nerves. Better nerves mean better blood vessels and lymphatic pathways. Immediately I also understood that the relaxation of the muscle after each contraction also depends on good nerve pathways. A bad connection of the muscles with the nerves needs to be restored, not disconnected with injections. Nor do you solve a bad connection with your family members by blocking them in your phone.

The skin also has numerous connections to these biofeedback loops. Fibroblasts in the dermis produce their collagen, natural hyaluronic acid and elastin thanks to healthy biofeedback loops.

An ancient solution does a quantum leap.

Curiously, this knowledge is not new. More than 60 years of scientific history shows that the regeneration of these loops exists with currents. Microcurrent techniques were used as early as the 1930s, with success. Especially on experimental animal models. That human medicine did not bring this non-invasive technique to itself was a mystery to me. But at the same time, I had to think about my own actions. How could I spend 30 years uncoupling muscle and replacing lost muscle mass with a gel. Apparently, the zeitgeist was not ripe for it.

But now was the time to take this literature back.... and do something with it.

It became clear that the electrical signals from nerves were almost identical to the fine currents we call microcurrents. Only I had to find out which currents were most appropriate. Research also showed that the body communicates through electrical currents and, in the absence of conduction, diseases occur. Generators of electricity are in the heart, brain and intestines. Cables conduct these currents via discharges and electrolytes enable the electrical signals. Electrolytes are substances that are split into positive and negative charges in the body, allowing the body's electrical network to communicate again.

Athletes who sweat lose their electrolytes through the skin, and need to regularly take drinks with electrolytes to continue functioning.

The first device arrived in 2017. On a whim that we 'boost' the skin, I called this technology Superboost. It soon became apparent that we needed to change course. A Boost is a

temporary thing, and with our expertise, we needed to move towards permanent regeneration.

No more 'active ingredients' in ampoules with preservatives. The new active ingredients are pure natural electrolytes dissolved on site without preservatives. They facilitate connectivity and the body does the rest.

In collaboration with electronics engineers graduated at RTU, the leading engineering University in Northern Europe, two new devices were developed: The Aqua, an innovative infiltration method for electrolytes, and the new Micro Current device.

Although microcurrent technology has been around for decades with scientifically proven results, the technology needed an update.

We re-examined the electronics, changed the components, and powered the devices with new state-of-the-art software representing more than 65.000 lines of coding. The devices are provided with revolutionary IOT and WiFi features transforming microcurrent healing into a reliable, fast, and result-oriented technique. These changes are best described as the leap from the old analog phone to the new smartphone.

Although the company still carries the old name Superboost, the new concept was christened with a fitting name, REYU, which means as much as Back Yourself.

Where are we now?

After a long road of five years and more than 10,000 treatments, many things are clear and the technology and results have been confirmed time and again.

We divide the face into two aspects. A flawless skin or 'Skin Quality' and a youthful facial shape or 'Facial Shape'.

A good 'Skin Quality', without spots or scratches, is beautiful to see but does not determine our age. A child with bad skin, birthmarks, acne pits or scars is still recognisable as a child. In contrast, an older person with flawless but lift-drawn skin is not immediately youthful. The face shape prevails when it comes to a youthful look. And this is only possible if we reactivate the muscles by reconnecting them, via a healthy biofeedback loop, to the brain. The volume increases, the tonus and consequently the bone increases, and the muscle relaxes again after each contraction like in our youth. Indeed, there is no other way to regenerate the 'Facial Shape' that guarantees a dynamic and natural look.

However, restoring a biofeedback loop takes some time, but the result is permanent. Continuing to inject every 3 months is unproductive and not natural. The body lives on the action of these loops, just to avoid having to relearn acquired actions over and over again. Learning to ride a bike or write are examples of biofeedback loops. Once acquired, you don't have to repeat them. What a catastrophe it would be if we had to learn to write again every six months. But that's just what we do in medicine. In the absence of regeneration of the biofeedback loops, we go back to the doctor for a shot every so often.

The future.

REYU, the natural revolution, is a movement towards new insights into how nature works. We cannot keep tinkering with a body without following the 'manufacturer's' guidelines. Repairing a Ferrari in a Skoda garage with ditto spare parts, looks crazy and often the function is also disrupted. A body is repaired by restoring its electrical connections. Once this is achieved, the body knows perfectly well what to do.

Natural restoration of the body has undeniable benefits. The body even provides the manpower and spare parts at its own expense and also knows how to repair, better than anyone else, because it has written the entire manual itself in its DNA. We only supply the conditions and the starting shot.

The results? Outstanding, lasting and inexpensive.

THE FUTURE IS REYU

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