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Press Release



“REMBRANDT SYNDROME” MAKES MORE THAN 3.5 MILLION VICTIMS IN ITALY. NOW, THE LASER REMOVING THE EMBARRASSING RED MARKS IS FINALLY HERE.

An increasing number of people are discovering annoying skin problems that could cause embarrassment, stress, working problems or issues with the partner. Indeed, Rosacea affects more than 3.2 million Italians and more than 350 thousand people in the over 65 group are effected by vascular lesions. Experts advice on how to treat inflammatory skin pathologies with laser and to fight the widespread “Rembrandt Syndrome”

Not only excessive unwanted hair, weight gain and stretch marks: **after this summer millions of Italians have dealt with vascular lesions and rosacea problems**, conditions **targeting the skin and source of embarrassment of those suffering from it**, a pathology called “Rembrandt Syndrome”. This pathology, which **takes its name from the famous Dutch painter well known for his rosacea problems**, bothers **millions of people around the world**. Among them, historical figures and international stars: from **Beethoven to Bill Clinton, Prince William, Cameron Diaz, Dita Von Teese and many more**. A recent survey published in *Dermatology & Therapy* revealed that **people suffering from rosacea have a 15% lower chance of obtaining work, 10% less of finding a soul mate, and even 13% less of making new friends**. According to the world experts in aesthetic medicine and dermatology, **laser represents the solution to this problem allowing to solve it painlessly and with a non-invasive methodology**.

These are the results of a **study** carried out by **Quanta System Observatory** on a panel of **20 aesthetic medicine and dermatology experts**, as well as on 50 international current affairs and health newspapers, to find out **how to deal with the embarrassing effects of rosacea and vascular lesions**.

“**Considering all the face vascular diseases leading to the so-called “Rembrandt Syndrome”, Italians suffering from these diseases are more than 3 million** – claims **Paolo Sbano**, medical surgeon at (U.O.C of Dermatology) University Hospital “Santa Maria alle Scotte” in Siena and at Hospital “Bel Colle” in Viterbo. Vascular lesions are identified with **congenital angiomas, nodular or plan ones, acquired strawberry or spider angiomas, telangiectasias and erythrosis**. For all these cases, I rely on the **585 laser device**, the first able to emit the same wavelength of a Dye laser, both in continuous and pulsed modality allowing to accomplish treatments without purpura

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QUANTA NEWS

Press Release

outcomes. Furthermore, I do also use Quanta System Light EVO platform. The former is specific for exterior red lesions such as hemangiomas, telangiectasias and erythrosis, whereas the second one is for dark/blue lesions which require a longer wavelength. Patients are generally aged between 30 and 50, the requests of this type of treatment is equally distributed between men and women, although we registered an increase in requests coming from male patients. Lesions may be caused by a patient's genetic predisposition and/or by environmental factors that can facilitate the onset."

Laser technology is the ideal solution to fight vascular lesions and excessive facial redness, which are the result of exaggerated dilatation of blood vessels. The excessive blood flow could cause premature aging and other problems, such as erythrosis, couperose and the dreaded rosacea. A technology recommended by the most renowned dermatology experts. The dermatologist **Rachel Herschenfeld**, member of the *Harvard Medical School* and of the *American Accademy of Dermatology*, during an interview with the *Washington Post*, recommended **intervening on the persistent redness with a laser treatment**, able to concretely solve the problem once and for all.

Rosacea and facial vascular lesions have always affected people through history, just think about the **purple face immortalized in the 17th century portraits by the Dutch painter Rembrandt**, from which this syndrome takes its name. Similarly, other historical figures suffered from rosacea, such as **Beethoven** and the British Prime Minister **Churchill**. In more recent times, **Bill Clinton**, **Prince William**, who has inherited this syndrome from his parents **Prince Charles** and **Lady D**. This list further includes **Cameron Diaz**, **Renee**

Zellweger, **Dita Von Teese** and **Cynthia Nixon**. Another famous case is represented by the legendary ex-coach leading Manchester United, **Sir Alex Ferguson**.

It is clear how to solve the problem but, from a clinical point of view, its origin is still unclear. Indeed, rosacea and vascular lesions can have many causes, many of which are still unknown to dermatologists and scholars. In an interview released to the *Time*, Dr. Adam Friedman, dermatology professor at George Washington University School of Medicine and Health Sciences, explains: "Rosacea is a common condition that affects hypersensitive blood vessels and the hyperactive immune system and it could also be caused by physical activity, by alcohol abuse and even spicy food."

Dr. Richard Odom, dermatology professor at **University of California**, San Francisco, interviewed by the *New York Times*, recommended for those suffering from rosacea to avoid alcohol and overly spicy foods. Moreover, according to Dr. Odom also genetic heritage contributes to the onset of the disease as well as sun exposure, smoking and alcohol. Recent studies reveal that another factor may be represented by body's reaction to the *Bacillus Oleronius* bacterium or the milder *Demodex* that live on human skin, in particular on the nose and cheeks.

"Patients express themselves verbally but also through their skin – says Roberta Ganzetti, psychologist V.P. at **Elice Onlus Association**. – Their emotional status can activate and influence interactions that are responsible for the development of "rosacea", whit external, internal and psycho-relational factors are melt together to the point of not being clearly distinguished. **A significant evidence further**

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QUANTA NEWS

Press Release

emerges from literature: all people affected by rosacea used to blush when they were children. If it seems consistent to think that a vascular lesion may provoke a real psychological distress, **it is also interesting to suppose a correlation between social anxiety and rosacea as a result of a continuous emotional stress on the skin.** Other studies report that people affected by rosacea are more aware and embarrassed of their blushing compared to other people. From these elements, we can deduce that **those who suffer from rosacea can develop problems related to anxiety precisely because of a predisposition and a “social sensibility” present since their childhood. Rosacea modifies the facial appearance, altering the perception of oneself.** Embarrassment, frustration and discomfort often go along with this type of dermatological disorder. Rosacea seems to have implications on the patient well-being and “social and emotional health”, **influencing the self-esteem and leading to a reduction of social interactions.”**

According to a recent survey published in the *Dermatology & Therapy* international journal, rosacea causes anxiety and stress. In fact, **88% of those suffering from it have repercussions at an emotional level**, 78% do not feel comfortable at work, 77% have difficulties relating with others and **22% suffer from a real depression.** **Alison Vidimos**, head of the **Cleveland Clinic’s Department of Dermatology** and member of the **Dermatology and Plastic Surgery Institute**, released a statement to the **Dailymail.uk**: “Rosacea can have devastating effects on self-esteem. Because **it strikes adults who are in their prime, making them often uncomfortable in their work and social life.** Imagine having a noticeable facial skin condition making your face flushed even when you are not embarrassed. These are the struggles for adults with rosacea.”

Quanta System is a 100% Italian company that since 1985 brings to the global market innovative laser systems for the health care, surgery, aesthetic medicine and art works conservation. In its headquarter in Varese (Samarate), the company employs 170 people and carries out the entire process of research, development and production of lasers used across the globe and distributed through a network of 110 international distributors. Quanta System is part of El.En SpA Group, Italian parent company of a high-tech industrial group listed on the STAR segment of Borsa Italiana (Italian Stock Exchange). Quanta System is reference partner in healthcare, Institutes and Bodies involved in global scientific and research projects.

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