

# Sample Press Releases

## Laser Energy Heals Pets

To some, the word “Laser” suggests missile defense systems and warring science-fiction space ships. Others think of laser light shows at rock concerts. Still others may think of some lasers’ capability to cut and weld steel, or to scan the bar code on products at the grocery store, or to print a crisp image on a piece of paper.

Not only can lasers perform all of these tasks, they also have created remarkable medical breakthroughs, such as their use for vision correction and precision surgery. Another type of laser, commonly called a “Therapy Laser” has the proven ability to reduce pain, speed healing, and to reduce inflammation. This technology is now available to treat pets.

The word laser is an acronym for Light Amplification by the Stimulated Emission of R

When the beam of laser energy causes a chemical change in the body, this is called a photochemical effect. Therapy laser light stimulates the mitochondria within the cells to help tissues heal. Scientists call this “photobiomodulation”. A cascade of beneficial effects then takes place at the cellular level which accelerates blood flow, heals tissue, and reduces pain.

Veterinarians are applying this technology every day to treat their patients that are in pain, or that have an injury or a wound that they would like to heal more quickly. For pets who have had surgery, or who have had a traumatic injury, the laser is used to speed healing. For surgical patients, this is a simple, quick treatment immediately after surgery along the incision.

Laser therapy is an excellent way to assist older pets who often have aches or pains and have decreased mobility. Chronic conditions and degenerative joint diseases such as arthritis respond well to laser treatment. More severe cases often require a series of treatments to realize the full benefits of laser therapy. Laser treatments are drug free, which is especially important with patients who may suffer side-effects from medications.

Any pet that is in pain or discomfort is a candidate for relief with a therapy laser.



## Laser Therapy for Pets

For many years, world-class athletes and thoroughbred race horses have benefitted from laser therapy treatments. Fortunately, this technology is now available for pets.

Infrared laser light from therapy lasers harmlessly penetrates deep into tissues where it is absorbed in the cells, and this energy is converted into chemical, not thermal, energy. In athletic environments, therapy lasers are primarily used to reduce swelling, reduce pain, and speed the healing process. These mechanisms allow veterinarians to successfully treat a wide range of conditions non-invasively and without drugs.

Laser therapy speeds healing, so veterinarians routinely treat injuries with the laser, as well as treating patients immediately after surgery so incisions heal more quickly. Studies indicate that laser-treated wounds heal in a third to a half faster than the time required in normal healing. A single laser treatment is usually all that is required for post-surgical patients to reduce swelling and to speed healing. Skin wounds, abrasions, bite injuries, dermatitis, and burns all respond well to laser therapy.

Acute conditions may require more than a single treatment, but also respond well to laser therapy. Because laser therapy laser can be administered without touching the painful area, veterinarians are able to provide immediate pain relief and edema control to very sensitive tissues.

Laser therapy also reduces inflammation by increasing vasodilation, activating the lymphatic drainage system, and reducing pro-inflammatory mediators. As a result, inflammation, erythema, bruising, and edema are all reduced when treated with laser. This is especially important for conditions where anti-inflammatory medications are risky for the patient because of the patient's age, liver health, or species. Laser therapy is a drug-free treatment modality that can often replace or enhance other treatment plans recommended by your veterinarian.

A benefit of the more modern, higher-powered therapeutic lasers, like the Companion Therapy Laser, is that adequate dosages of laser energy, or photons, can be painlessly and efficiently delivered to deeper tissues. This is a huge benefit in treating chronic conditions such as arthritis, hip dysplasia, back disease or injury, and degenerative joint diseases. Geriatric patients often suffer from one or more of these painful problems, as well the aches and pains that come naturally with aging. There thousands of reports of pets who were lame and inactive who return to normal, or almost normal function after laser therapy. More chronic and more severe cases may require multiple treatment sessions to fully benefit.

Veterinarians are also using therapeutic lasers to stimulate muscle and acupuncture points painlessly and without needles.

