

Business

Physical Therapy's Magic Wand

■ The 830Laser uses infrared technology to ease arthritis, back pain and more.

By Adam Clark

SIGNAL BUSINESS WRITER

It's not a lightsaber, but it is a laser. And it's something that Tim Eckard says will separate him from his competition when his physical therapy practice opens next month.

The 830Laser is a patented device that uses infrared laser technology to treat common therapeutical problems such as arthritis, back pain, bursitis and tendentious, Eckard said.

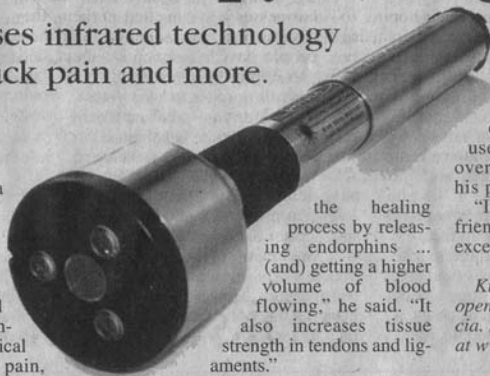
"I plan on using it on all my patients," he said. "It's very safe and there are no harmful side effects."

The laser would be used primarily to reduce pain and improve the healing process, Eckard said. While the medical industry has been using lasers for many years, nothing comes close the 830Laser.

"It's far superior to anything I've used," he said. "There are other lasers, and they will make certain claims, but (sometimes) they are nothing more than a laser pointer, or they heat up to much."

The 830Laser is a cold laser, Eckard said. It doesn't heat up tissue, and in fact, it causes little or no stimulation at all.

"What it does is reduce pain and improve



the healing process by releasing endorphins ... (and) getting a higher volume of blood flowing," he said. "It also increases tissue strength in tendons and ligaments."

After more than a dozen years of research the devices was finally completed and approved by the FDA in 2002, Eckard said.

"There's nothing like it in this valley."

Kinetix Advanced Physical Therapy, which will open soon in a new medical plaza in Valencia, will be the only practice in Santa Clarita to use it, Eckard said.

"It's quite expensive and you have to be certified," he said. "But the results are amazing."

Eckard has used the device on himself for a leg related injury and was surprised at the results.

"At first I was skeptical and thought it just might be a placebo," he said. "But by the fifth day I didn't have any pain at all."

Eckard was introduced to the device through a fellow therapist who's skeptic-turned-believer experience is similar to Eckard's.

While the laser will not be the only method of therapy Eckard uses, it will certainly contribute to the overall experience he hopes to provide his patients.

"I find the people here very pleasant and friendly, and I want my patients to have an exceptional experience at Kinetix," he said.

Kinetix Advanced Physical Therapy will open soon at 23501 Cinema Drive in Valencia. For more information, visit the Web site at www.kinetixapt.com, or call 288-0300.



Photos courtesy of Indeflex

(Above) The 830Laser sends light into injured tissues and can penetrate 2 inches without being absorbed by the skin, fat, or blood. (Right) The 830Laser

Google Executives Exude Optimism at Analyst Meeting

By Michael Liedtke

AP BUSINESS WRITER

SAN FRANCISCO — Google Inc. provided stock market analysts with more color about its secretive operations Thursday, painting a bright picture that appeared aimed at defusing growth concerns raised by the search engine leader's chief financial officer earlier this week.

The meeting gave Google a chance to address recent complaints that it doesn't share enough information to its shareholders, maintaining a tightlipped approach that has recently contributed to wild price swings in its stock price.

The most recent jolt occurred earlier this week after Google CFO George Reyes warned the company probably can't do much more to improve upon the advertising formula that has been driving its rapid revenue growth.

Google executives seemed determined to reverse that perception during a 4 1/2-hour meeting held at its Mountain

lion last year.

"Our assets have never been the strongest later in the day."

Jonathan Rosenblatt, Google's senior vice president of product management, said some of Schmidt's comments during his presentation that Google improved the search ads, Rosenblatt said there are "significant gains to be made."

The upbeat meeting ended with Reyes' answer session during the investor conference in New York. At that time, the difficulty of having improved the formula and a company's growth slow down — off alarms among investors caused Google's stock to drop precipitously.

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