



H I G H L I G H T S . . .

Elemé Medical is a premier aesthetics company that is delivering proven technology to the Body Shaping market segment based on scientific evidence. The Company's FDA-cleared SmoothShapes™ system works gradually and effectively by specifically affecting the tissue components responsible for the appearance of cellulite: engorged fat cells and fibrotic fibrous septae—resulting in tighter and smoother-looking skin.

In a multicenter, prospective, randomized and controlled clinical study of the SmoothShapes system (“Physiological effects of transcutaneous multiwavelength laser light administration”), 81% of 74 patients treated showed reduction in subcutaneous fat in the ‘treated’ versus ‘untreated’ leg. Equally impressive, 92% of the treated patients felt the SmoothShapes treatment was “comfortable”; 80% would “definitely continue ongoing maintenance treatment”; and, 77% would “definitely recommend the procedure to a friend.”

The SmoothShapes system is based on the Company’s proprietary Photomology™ platform—an exclusive process that treats cellulite and subcutaneous fat by *combining dynamic light and laser energy along with vacuum massage* to gently stimulate natural cell processes *and modify cell activity*. SmoothShapes™ is indicated for temporary reduction of the appearance of cellulite. Targeted markets include plastic surgeons, dermatologists, OB/GYN and primary care specialists, medi-spas, aesthetic clinics and health clubs.

The Body Shaping market opportunity for the SmoothShapes system’s pioneering approach to treating subcutaneous fat and cellulite is significant. The emerging Body Shaping market segment is expected to grow from approximately \$4.5 billion (device sales, procedures and fees) in 2006 to approximately \$8.1 billion in 2011. (Source: Michael Moretti, “Global Body Shaping Market Analysis”, March 2006)

Expansion of the Body Shaping market “is expected to be strong, driven both by rising demand from consumers and expanding supply from practitioners.” (Source: Michael Moretti, “Global Body Shaping Market Analysis”, March 2006). “Consumer demand will be fueled by 1) growing base of aging baby boomers; 2) increasing prevalence of cellulite and fat deposits with age; and 3) rising publicity for, and acceptance of, aesthetic procedures.”

Cellulite Reduction is a key component of professionally performed Body Shaping.

What most of us know as *cellulite* is actually its outward symptom: dimpled, orange-peel-like skin. But contrary to the popular belief that it is just a particularly unattractive variety of the word *fat*, cellulite is a disease of the connective tissues that more than 85 percent of women will develop at some point in their life—and that includes naturally thin women, ultraslender supermodels, women devoted to a healthy lifestyle and diet, and toned athletes. The external look of cellulite is just the tip of the iceberg: deterioration of the skin’s appearance coincides with the more serious alteration of the body’s underlying connective tissue and microcirculation that occurs when fat and toxins become trapped within. It can result from a complex combination of factors, ranging from hormones to heredity. To be truly successful at treating cellulite and getting lasting, visible results, treatment must address this medical condition at its source: the cellular matrix, the microcirculation, and adipose (fatty) tissues. SmoothShapes™ is the only clinically proven “safe and effective” treatment of cellulite *at its source*.

CONTACTS & KEY INFORMATION

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Ownership	Venture and private investors
Industry	Aesthetic Systems
Core Technology	<i>Photomology™</i> —Exclusive combination of dynamic light, laser energy, vacuum massage
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