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New Anti-Cellulite Treatment Prepares Women for Warmer Weather
Elemé Medical Premieres SmoothShapes™ System in New York City

MERRIMACK, N.H., April 9, 2008 — A premier aesthetics company focused on body shaping, Elemé Medical Inc. announced today that Patricia Wexler, MD will be the first New York City dermatologist to offer the SmoothShapes™ system for long-lasting cellulite treatment.

“After evaluating the technology and the clinical results, SmoothShapes appears to be leaps ahead of other cellulite technology,” said Dr. Wexler. “The unique combination of laser and dynamic light therapy, in addition to contoured rollers and suction, appears to give results that provide long-lasting cellulite reduction, without the need for monthly maintenance.”

Designed to improve the appearance of cellulite, and perfected after seven years of development, SmoothShapes effectively treats cellulite and is a non-invasive method for producing long-lasting results. The SmoothShapes device uses a proprietary technology called Photomology™ which ultimately results in the appearance of tighter and smoother skin.

Thermal and non-destructive, Photomology’s unique mechanism of action combines dynamic laser and light energy with mechanical massage and vacuum. This process impacts the tissue responsible for the appearance of cellulite—engorged fat cells and inflexible collagen. SmoothShapes stimulates restoration of healthy cell activity by focusing on both the physical manifestations of cellulite and its underlying causes.

Dr. Wexler’s practice has been at the forefront of liposuction and body contouring for more than two decades but, Dr. Wexler recognizes that the area of greatest deficiency is treating cellulite.

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SmoothShapes is different than other systems because its technology, the 915nm laser and the 650nm light plus vacuum and mechanical manipulation are known for impacting engorged fat cells and inflexible collagen.

“More than 85 percent of women develop cellulite, and treating it safely and effectively is one of the holy grails of dermatology,” said Nancy M. Briefs, President and CEO of Elemé Medical. But now, unlike other systems designed to treat cellulite, SmoothShapes can significantly improve the appearance of cellulite without the pain, bruising and post-treatment discomfort.”

Although the original SmoothShapes device gained FDA market clearance in July 2006, Elemé Medical pursued market preference studies at 16 test centers around the world. The SmoothShapes device officially launched at the American Academy of Dermatology annual meeting in February 2008.

“At Elemé Medical, we decided to take a disciplined, scientific approach to commercialization of our first cellulite device,” said Briefs. “These additional preference studies allowed us optimize treatment protocols and enhance system performance. The SmoothShapes system now requires only eight treatments at twenty minutes per area.”

Body Shaping Market: 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)

About Cellulite: Dimpled, orange-peel-like skin that is bumpy and lax is actually the outward symptom of cellulite. Cellulite is a skin condition that results from engorged fat cells trapped in an inflexible network of collagen located in the hypodermis. Women’s skin visibly displays cellulite because their subcutaneous fat layer is separated by thin vertical columns in contrast to a crisscross network in men. Cellulite can’t be controlled or improved by diet or exercise and more than 85 percent of women will develop it at some point in their life. Ultra slender supermodels, women devoted to a healthy lifestyle and diet, and even toned athletes can all have cellulite. Several factors contribute to the cause of cellulite. These include: genetics, hormones, vascular changes and inflammation.

About Elemé Medical:

Elemé Medical, headquartered in Merrimack, N.H., is dedicated to providing market-leading technology in all areas of body shaping. SmoothShapes system with Photomology is the company’s preeminent product to launch. SmoothShapes is a medical device with FDA clearance to market. The Company’s name, when spoken phonetically, suggests “lasers, medicine and aesthetics.” For more information, or to arrange an interview with Elemé, please contact **Behrman Communications at 212.986.7000.**

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