



News Release

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## Body shaping company Elemé Medical featured in *Boston Globe's* "Office Invasion" series at Boston.com

Company's SmoothShapes™ medical device is designed to offer new, innovative way to treat cellulite safely and effectively with long-lasting results that you can see

MERRIMACK, N.H., March 25, 2008—Elemé Medical Inc., a premier aesthetics company entering the body shaping market with an initial focus on cellulite, announced today that *The Boston Globe's* "Office Invasion" online video series is featuring Elemé and its FDA-cleared SmoothShapes medical device at [http://multimedia.boston.com/pub/tn/3/office\\_invasion.htm](http://multimedia.boston.com/pub/tn/3/office_invasion.htm). Boston.com offers 24-hour breaking news and sports with coverage from *The Boston Globe*.

Elemé Medical's SmoothShapes system uses a proprietary technology called Photomology™ to treat the underlying causes of cellulite. Thermal and non-destructive, Photomology's unique mechanism of action combines dynamic laser and light energy with mechanical massage and vacuum to specifically affect the underlying tissue responsible for the appearance of cellulite. **The result is tighter and smoother-looking skin that you can see.**

"We are very proud to be featured in the *Globe's Office Invasion* series at Boston.com, because we are serious about the science of cellulite," said Nancy M. Briefs, President and CEO of Elemé Medical. "Our SmoothShapes medical device, which we will begin shipping next month to dermatologists and cosmetic surgeons around the country, is designed to reshape the way clinicians and women view cellulite treatment. More than **85% of women** will develop cellulite at some point in their life. It doesn't matter whether you are a supermodel, a woman devoted to a healthy lifestyle and diet, or even a well-toned athlete—the *overwhelming majority* of women can have cellulite. The good news is that, *now*, they can benefit from the SmoothShapes system with Photomology, which works to stimulate restoration of healthy cell activity by addressing both the physical manifestations of cellulite *and* its underlying causes."

### About The Boston Globe's Online Video Series: "Office Invasion"

"Office Invasion" is an online video series produced by *Globe* reporters and posted at Boston.com. The program's reporters "show up" in the lobbies of exciting New England firms, video cameras rolling, and taking high-energy, irreverent tours of the premises. From the CEO's office to the factory floor, nothing is out of bounds for an Office Invasion.

### About Elemé Medical

Elemé Medical, headquartered in Merrimack, N.H., is dedicated to providing market-leading technology in all areas of body contouring. The SmoothShapes™ system with Photomology™ is the Company's first 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, visit [www.elememedical.com](http://www.elememedical.com).

Elemé Medical Inc.

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