



For Immediate Release

Media Inquiries
Behrman Communications
212.986.7000

**Body Shaping Gets the Spotlight with Industry Experts and Celebrity Guest
to Showcase SmoothShapes® and SmoothLipo™ Systems at THE Aesthetic Show in Las Vegas**

LAS VEGAS, N.V. [May 27, 2009] — Body shaping will be one of the main acts this year at THE Aesthetic Show™ in Las Vegas and Elemé Medical, a premier body shaping company, will be demonstrating the most effective cellulite-reduction and body sculpting procedures, SmoothShapes® and SmoothLipo™. The Company will be participating in several events during the meeting with leading experts and Jeana Keough, SmoothShapes patient and star of Bravo's mega-hit reality show, *The Real Housewives of Orange County*.

“Body shaping treatments that address fat removal and the appearance of cellulite represent the most popular and fastest growing segment of the medical aesthetic market at this time,” explained Michael Moretti, Program Chairman of THE Aesthetic Show. “Our global market research data for 2009 forecasts that an estimated 50,000 body shaping devices will be used in approximately 12 million procedures, generating over \$3 billion in practice revenues.” As a result, body shaping is a major area of interest at THE Aesthetic Show.

On Friday, June 5 at 1:00 p.m. PT, Dr. Miles Graivier, a board certified plastic and reconstructive surgeon from Atlanta and early adopter of body shaping technologies, will present *Advanced Body Shaping Protocols for Enhanced Patient Results*. This course will cover the art of body shaping and the latest procedures for enhanced results combining SmoothShapes for cellulite reduction and SmoothLipo for laser-assisted lipolysis. Guests will learn about novel treatment approaches for improved contouring with less side effects and recovery time. Dr. Graivier will also participate in the opening and closing General Sessions, speaking on *Advances in Cellulite Treatment* and *The Art of Body Shaping*.

On Saturday, June 6 from 6:00 – 7:00 p.m. PT, Elemé Medical will be headlining the Main Reception with internationally-renowned dermatologist, Dr. Ava Shamban, owner of the Laser Institute for Dermatology and European Skincare and AVA MD Medpsa in California. Dr. Shamban has over twenty years of experience in treating skin conditions, researching new aesthetic lasers, and is the go-to resource for information about novel body shaping technologies, including SmoothShapes.

“I was a skeptic at first about new treatments for cellulite since previous devices did not directly address the components of cellulite and fell short of my expectations. I decided to conduct my own clinical evaluation of SmoothShapes and found its technology, Photomology, to be truly successful in reducing cellulite in my patients. Photomology is a unique technology used to treat the condition and subcutaneous fat by synergistically combined dynamic laser and light energy with vacuum and mechanical massage,” said Dr. Shamban.

Dr. Miles Graivier and celebrity SmoothShapes patient, Jeana Keough, will also be speaking at the Main Reception. Dr. Graivier will discuss his new protocols for combination body shaping treatments and Jeana Keough will share her first-hand experience with SmoothShapes treatments and be available for questions and autographs. “I’m very excited to speak about my experience with SmoothShapes – we all want to look and feel our best whether we’re on TV or not,” said Jeana Keough. “The treatment is great because it’s non-invasive, feels like a massage and smoothes and tightens my skin, making the appearance of cellulite all but disappear.”

The SmoothShapes system is based on Elemé Medical's proprietary Photomology® platform – a process that stimulates the restoration of healthy cell activity. The system addresses both the physical manifestations of cellulite and its underlying causes providing longer lasting results that patients can see and feel.

SmoothLipo uses an advanced form of laser-assisted lipolysis, which better utilizes thermal energy to break down fat cells and tighten skin in treated areas as demonstrated by three years of clinical and research experience. The breakthrough science uses a 980-nm continuous wave diode laser that creates superior body-shaping uniformity while allowing for a gentler effect on surrounding skin tissue. This results in faster recovery time, less risk of patient complications and the appearance of tighter- and smoother-looking skin.

About THE Aesthetic Show:

THE Aesthetic Show™ is the first truly multidisciplinary medical education meeting focused on the rapidly expanding field of aesthetic medicine. This unique show brings new procedures, products and technologies, as well as a group of the top physicians in the aesthetic industry, together in a highly condensed and effective venue. For more information or to register, visit: www.aestheticshow.com.

About Elemé Medical:

Elemé Medical Inc., headquartered in Merrimack, N.H., is dedicated to providing market-leading technology in all areas of body shaping. The Company has launched two major products, SmoothShapes® with Photomology®, a CE Marked, FDA-cleared medical device for the temporary reduction in the appearance of cellulite, and SmoothLipo™, an FDA-cleared medical device for laser-assisted lipolysis. The Company’s name, when spoken phonetically, suggests “lasers, medicine and aesthetics.” For more information, please visit: www.elememedical.com.

For more information, or to arrange an interview, please contact Misty Koons / Marjorie Wolfe of Behrman Communications at 212.986.7000 or mkoons@behrmanpr.com / mwolfe@behrmanpr.com