



**For Immediate Release:**

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**New Anti-Cellulite and Laser Lipolysis Adjunct Delivers Results**  
*SmoothShapes® XV Heats Up Market for Non-Invasive Body Shaping*

April 21, 2010 – Breaking new ground in the battle against cellulite, Elemé Medical Inc. launched new SmoothShapes® XV, at the American Society for Lasers Medicine and Surgery in Phoenix, Arizona last week and will debut the system to plastic surgeons April 23, at the American Society for Aesthetic Plastic Surgery. “The original SmoothShapes has proven itself as the first medical approach to treating cellulite that delivers long lasting visible changes in creating smoother and tighter looking skin. This new system increases heat deposition in the fat cell three times faster while maintaining higher temperatures at the treatment site so I’m looking forward to the potential for even better results with fewer treatments,” explains, Kenneth Beer MD, PA, a Board Certified Dermatologist and Dermatopathologist with practices in West Palm Beach and Jupiter, Florida.

Based on the company’s proprietary Photomology® technology, which treats cellulite by combining dynamic laser and light energy with mechanical manipulation of vacuum and massage, this second generation device is portable and has 50% more power for a quicker, more reproducible procedure. The new system has also been enhanced to assure clinical consistency among treatment providers, offering a single treatment setting, audible treatment guidance and an interactive training screen to answer questions and provide basic clinical training.

“Consumer demand for non-invasive body shaping continues to grow,” says Nancy Briefs, President and CEO of Elemé Medical which manufactures SmoothShapes XV. The device is co-marketed and sold by both Elemé Medical and Osyris Medical USA, a subsidiary of Osyris Medical, Lille, France. Ms. Briefs explains, “In a recent survey of physicians this consumer demand was validated by the physicians who said that the two largest categories in which they planned to purchase new equipment and grow their business were cellulite and laser lipolysis.\*”

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Many physicians have incorporated SmoothShapes into their laser lipolysis protocols and the popularity of these new combination therapies is growing. Miles Graivier, MD, Board Certified Plastic Surgeon from Atlanta developed some of the early protocols for combination body shaping. He says, “We can now improve our overall body shaping results while decreasing the patient’s post treatment bruising, swelling and pain management. We believe the combined therapies are allowing us to deliver a new level of body shaping results to our patients.”

**About Elemé Medical:**

Elemé Medical Inc., headquartered in Merrimack, N.H., is dedicated to providing market-leading technology in all areas of body shaping. SmoothShapes® system with pioneering Photomology® technology is a medical device with FDA clearance to market. The Company’s name, when spoken phonetically, suggests “lasers, medicine and aesthetics.” For more information, please visit: [www.elememedical.com](http://www.elememedical.com).

**About Osyris Medical U.S.A.:**

Osyris Medical U.S.A. is the U.S. subsidiary of the international leading medical laser company, Osyris Medical. Based in Dallas, TX, Osyris Medical U.S.A. provides the world's leading medical aesthetic devices focused on current and emerging technologies in skin tightening, skin rejuvenation and body contouring. For more information, please visit: [www.osyrismedicalusa.com](http://www.osyrismedicalusa.com).

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\*Source: MEDACorp Survey: Trends in Cosmetic Procedures, January 2010, 96 physicians (51 dermatologists and 45 plastic surgeons)