

## ELLMAN INTERNATIONAL LAUNCHES NEXT GENERATION OF PELLEVE™ WRINKLE REDUCTION TECHNOLOGY

New GlideSafe™ Handpieces Enhance Patient Experience

**OCEANSIDE, N.Y., March 24, 2011** – Ellman International, Inc., maker of the Pellevé™ Wrinkle Reduction System, a revolutionary skin tightening system for non-ablative skin rejuvenation, introduced its new family of GlideSafe™ Handpieces this week in the European market. This latest innovation now delivers precise, continuous and controlled energy – never pulsed- allowing the patient to have a more comfortable Pellevé experience and providing the clinician with even more options. Available only through dermatologists, plastic surgeons, medspas and cosmetic clinics, The Pellevé Wrinkle Reduction System is a proven, effective, safe and virtually painless cosmetic treatment that softens wrinkles on the face with advanced radiofrequency technology.

The GlideSafe handpieces feature an innovative sensor designed to stop energy flow when the device senses loss of contact with skin – resulting in a more comfortable treatment for the patient. In addition, each handpiece delivers three cumulative hours of treatment (activation) time so doctors have the option of customizing each patient’s treatment by using different size handpieces for different areas of the face. This innovative feature allows users to treat multiple patients and perform many procedures using the same charged handpiece.

“The real advantage of the Pellevé Wrinkle Reduction System is that it offers the practitioner a versatile skin tightening procedure that does not have any downtime or discomfort,” stated Dr. Rita Rakus, a leading cosmetic physician in London. “The tightening occurs at the under surface of the skin, so patients can return to their lives straight away. The areas where we see the most significant improvement in terms of visible reduction in wrinkles is in thinner skin, such as around the eyes. With the addition of the GlideSafe handpieces and the larger 20mm spot size, the treatment takes less time and is even safer and more comfortable for patients. The smaller 7.5mm tip is ideal for treating the delicate eyelid area.”

“GlideSafe puts Pellevé in an industry-leading position, giving physicians maximum control and energy delivery with more versatility than other energy-based technologies,” stated Kirsten Doerfert, Senior Vice President Global Marketing for Ellman International, which developed the Pellevé Wrinkle Treatment System. “With GlideSafe, Pellevé is an even more effective weapon in the war against wrinkles – patients ask for it and physicians enjoy using it.”

Until Pellevé, regaining a youthful appearance has often meant painful needles, invasive surgery and extended recovery times. Powered by advanced radiofrequency technology, Pellevé GlideSafe handpieces slowly administer heat into the deep layers of the skin which helps create new collagen, the fibers that help support the way skin looks and feels. Pellevé can be performed in a doctor’s clinic in less than an hour, creating visible results that can be seen

right away. Pellevé offers a different type of experience with outcomes that patients can feel good about. [http://www.pelleve.com/physicians/pr\\_video.php](http://www.pelleve.com/physicians/pr_video.php).

For those who may be thinking about cosmetic treatments, Pellevé provides an advantage over other skin tightening systems because it is virtually painless. In fact, patients who have had Pellevé say it feels like a warm facial massage.

To learn more about Pellevé or to find a doctor who is trained in using the Pellevé Wrinkle Treatment System, visit [www.pelleve.com](http://www.pelleve.com)