

## New GlideSafe Handpieces Enhance Patient Experience Ellman International Introduces Newest Advancements in Pellevé Wrinkle Reduction Technology

**OCEANSIDE, N.Y., May 9, 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 at the American Society for Aesthetic Plastic Surgery's 44th Annual Meeting at the Boston Convention & Exhibition Center. 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 physicians including dermatologists and plastic surgeons, 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 multiple 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 advanced feature allows users to treat multiple patients and perform many procedures using the same charged handpiece.

"Pellevé does not have the discomfort associated with some other skin tightening therapies," commented Z Paul Lorenc, MD, FACS, New York City Plastic Surgeon. "Pellevé is ideal for patients seeking effective yet natural looking solutions without downtime and at a price they can afford. Pellevé skin tightening technology fills this important role in my practice; my patients love it. With four sizes of GlideSafe hand pieces, the treatment can be customized more easily for each patient. And with the new larger 20 mm spot size, the treatment takes less time, is even more comfortable for both the patient and the user."

"GlideSafe puts Pellevé in an industry-leading position, giving physicians more versatility than other energy-based technologies," stated Kirsten Doerfert, Senior Vice President Global Marketing for Ellman International, which developed the Pellevé Wrinkle Reduction 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 treatments, invasive surgery and extended recovery times. Powered by advanced radiofrequency technology, Pellevé GlideSafe handpieces slowly administer heat into the deep layers of the skin facilitating growth of new collagen, the fibers that help provide the skin's youthful appearance. Pellevé can be performed in a doctor's office in less than an hour, creating visible results that start to be noticeable right away. Pellevé offers a different type of experience, a more natural one, with outcomes that patients can feel good about.

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 view a video of how Pellevé works at the cellular level, please visit: [www.pelleve.com/physicians](http://www.pelleve.com/physicians)

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

### **About Ellman International**

Founded in 1959, Ellman® International, Inc., a New York based manufacturer of devices for surgical and aesthetic procedures, remains recognized today as a pioneer in the development of specialized radiofrequency technology for precision cutting, coagulating, and tissue ablation in physician's offices and clinics. Ellman has a wide range of products that are used in aesthetic, surgical, dental and veterinary medicine in over 60 countries. In 2009, the company leveraged the versatility of its unique radiofrequency platform to introduce the Pellevé™ Wrinkle Reduction System. Pellevé is a revolutionary skin tightening system for non-ablative skin rejuvenation that can be performed in an hour or less, is virtually pain free and has minimal downtime for the patient.

In 2008, Baird Capital Partners (BCP), the U.S. based buyout fund of Baird Private Equity, acquired Ellman. Co-investors include Thrivent Financial for Lutherans, Ellman International management and CIT Healthcare.

For more information, visit [www.ellman.com](http://www.ellman.com) and [www.pelleve.com](http://www.pelleve.com)