

PELLEVÉ™ WRINKLE REDUCTION SYSTEM CELEBRATES NATIONWIDE LAUNCH

Revolutionary skin tightening technology now available across the U.S. offers natural results without surgery

OCEANSIDE, N.Y., July 28, 2010 – Pellevé™, the premiere skin tightening system for wrinkle treatment without surgery, is now available through dermatologists, plastic surgeons and other cosmetic surgery clinics across the country.

Until now, regaining a youthful appearance has meant painful needles, invasive surgery and lots of recovery time. The Pellevé™ Wrinkle Reduction System offers another option. It softens wrinkles on the face by slowly heating the deep layers of the skin with a warming device powered by advanced radiowave technology that protects the epidermis, or top layer. The heat helps create new collagen, the fibers that help support the way skin looks and feels. The treatment is done in the doctor's office in less than an hour and results can be seen right away. Pellevé™ offers a different type of experience with results patients can feel good about.

Because there's little if any downtime, Pellevé™ is a perfect solution for women who'd like a fresher look before a big event for less than the cost of an afternoon of shopping. Plus, while skin may look firmer and tighter that day, Pellevé™ patients can expect to see their results improve over the following weeks and continue up to six months, so it's a beauty boost that lasts.

"Pellevé™ is a great option for women who don't want to have surgery, but do want to feel better about how they look," said Dr. Deborah Sarnoff, one of New York Magazine's 2010 "Best Doctors," a Pellevé™ advocate and one of the first to offer the skin tightening system in her practice. "Pellevé™ offers natural results with a single one-hour treatment, and they can go right back to work or out that night."

For those who may be thinking about cosmetic treatments, Pellevé™ provides an advantage over other skin tightening systems because no surgery or needles are involved, there's no need to numb the skin, and it is virtually painless. In fact, patients who have had Pellevé™ say it feels like a warm facial massage. Dr. Sarnoff added that unlike other systems, "Pellevé™ technology allows me to tailor the procedure to each individual, which means I can spend more time on the eye area for one patient, for example, or on the lines around the mouth for another. The ability to offer customized treatment is very exciting."

"Pellevé™ is a smart solution for busy people who want to refresh their appearance because it can be used alone or with other treatments their doctors may recommend," said Tom Harper, Executive Vice President of Global Marketing for Ellman International, which developed the Pellevé Wrinkle Treatment System. "For those who don't want to have surgery, Pellevé™ offers a positive experience with results that last."

To learn more about Pellevé or to find a doctor who is trained in using the Pellevé™ Wrinkle Treatment System, visit www.pelleve.com