

FOR IMMEDIATE RELEASE

Highly Successful Microdermabrasion Systems Heading for Europe

Santa Barbara, California, January 1, 2005 – Marketing group Envere is pleased to announce their association with the Newapeel™ and Diamondtome™ microexfoliation systems. Geared to offset the negative affects of sun exposure and the aging process by minimizing lines, wrinkles, and changes in texture and color, microexfoliation can improve the face, neck, chest, cleavage, arms and hands by removing the topmost layer of skin leaving remaining layers more supple and vibrant. It also stimulates the elastic tissue beneath the surface resulting in a healthier and firmer appearance. A wonderful alternative to chemical peels, leading plastic surgeons, dermatologists and aestheticians regard the systems as more gentle and effective than other exfoliating systems. The length and number of treatments vary depending on skin type and condition. Results are gradual but highly effective. Most people experience softer, smoother skin after just one treatment.

The latest versions of these market defining devices play a leading role in the U.S. market and are taking hold in various countries around the world paving the way for a concerted sales effort in Europe. The systems – Newapeel™ for aestheticians and Diamondtome™ for physicians – are supported by worldwide patents, cleared for sale by the F.D.A. in the U.S. and fully approved by the European Union to carry the CE mark for sale throughout Europe.

"The time is right," said Tom Isaacson of Envere. "With more than 1,000 units sold across the U.S. in just a few months, the European market is the next logical step for these products. Europeans have long been inclined towards the medical spa treatment venue and should readily appreciate the advantages of these systems. We're excited to be a part of the process of introducing them to discerning European physicians, aestheticians and patients."

Employing a vacuum based approach the Newapeel™ and Diamondtome™ devices provide the advantage of removing most contaminants from treatment areas. Older systems that blow or blast aluminum oxide crystals under pressure onto the skin and then vacuum up remaining crystals can create excessive debris and increase the risk of imbedding contaminated crystals into the skin or air passages of patients and operative staff. The Newapeel™ and Diamondtome™ use of wands with fixed abrasives virtually eliminates the potential for contamination, exfoliates the skin only where the wand makes contact, eliminates burning, irritation, and adverse reactions, and facilitates highly effective treatment via the nearly infinite vacuum control system. Specific benefits of microexfoliation are:

- * Rejuvenation of sun damaged skin - face, neck, shoulders, back, arms and legs
- * Reduction of age spots
- * Minimization of blotchy skin coloring
- * Reduction of acne and superficial scars from past injury
- * Extraction of blackheads and whiteheads
- * Reduction of oily Skin
- * Improvement of overall skin health

For people on the go, a microexfoliation treatment using the DiamondTome™ Wand offers exceptional benefits. Ideal for a special event or as a program for overall skin rejuvenation, treatment is non-invasive and requires no downtime from work or social activities - normal activities may be resumed immediately. Indications for use are based on a reasonable treatment pattern commonly involving six to eight visits spaced two weeks apart with a maintenance treatment every three months thereafter.

Some recent press coverage on these systems include the following:

Allure / May 2001

"The DiamondTome Wand peel is a new type of microdermabrader offered by Richard G. Glogau, clinical professor of dermatology at the University of California at San Francisco. It uses a "diamond encrusted wand to vacuum the skin, so you get a more even abrasion without the gritty residue and the of sodium bicarbonate crystals," he says.

ELLE / October 2000

"...a new machine that is under the brand name of NewApeel doesn't even use particles. Instead, it resurfaces with "a diamond-chip-encrusted wand" with variable grits. Like in regular microdermabrasion,

this machine uses suction, and the doctor can turn it up or down to control the depth of the procedure. It's also supposedly less drying than the aluminum-oxide crystals."

Town & Country / April 2001

"HOLD THE FACE-LIFT

Until recently, microdermabrasion, the skin-resurfacing treatment (about \$200), meant bombarding your face with tiny crystals shot through a wand. In the NewApeel microdermabrasion system by Altair, a diamond-encrusted tip replaces the crystals, polishing the skin and reducing fine lines, large pores and mild acne scars. We heard about it at New York plastic surgeon Norman Pastorek's office (212-987-4700) where skin care specialist Janice Pastorek told us that patients love it because it's more comfortable (and less messy-no particles flying around), yet the results are more dramatic."

"We're looking to augment standard product sales across Western and Eastern Europe via independent medical, aesthetic and spa distribution specialists. These products provide healthy commissions for sales agents and now is a great time for potential representatives to take advantage of the tremendous opportunity available. We also have special programs available for organizations who manufacture and distribute complimentary products and can support a private label commitment" says Envere's Isaacson.

Envere is a marketing and business development firm with more than three decades of experience in a variety of fields including medical devices and implants.

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Product details:

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Creators of unique skin rejuvenating systems are primed to take on European market and seeking to forge business relationships with parties serving the dermatologic, cosmetic, plastic and reconstructive and aesthetic spa markets.