

PRESS RELEASE

For immediate release

EPIDERMA LAUNCHES INNOVATIVE LINE OF PHYTOBIOCOSMETIC PRODUCTS

Quebec, April 12, 2006 — In its continuous efforts to address the needs of its growing clientele, EPIDERMA, Canada's largest laser hair removal network, is launching today its own line of cosmetic products designed to complement the leading-edge beauty treatments for which it has gained distinction.

Entirely developed and manufactured in Canada, using state-of-the-art technology, the new range of products known as EPIDERMA BIO are formulated with utmost quality and are perfectly adapted to skin exposed to the everyday elements, or skin – even the most sensitive – that has had hair-removal treatments.

EPIDERMA products are mainly composed of biological active ingredients such as natural aloe extracts, essential oils, shea butter and allantoin that promote cell regeneration and have healing, soothing, skin softening and moisturizing properties. The products also contain new-age active ingredients such as Matrixyl™ and Toniskin™, for their anti-aging and skin-stimulating qualities.

The products contain no ingredients derived from animals. Even the Omegas 3, 6 and 9 found mainly in the moisturizing creams come from the pumpkin seed, Cucurbita pepo, which is richer in omega and less of a skin irritant than fish oil.

“We decided to go with products that have a high percentage of active biological ingredients and phytos, entirely from a plant source, that are suitable for any type of skin,” said EPIDERMA's medical director Dr. Gilbert Normand. “Actually, the presence of an animal-product ingredient in a cosmetic forces you to overprotect by using preservatives, and this makes the product more aggressive to the skin, sometimes causing some undesirable effects.”

The use of vitamins A and E and magnesium ascorbyl phosphate – a new form of Vitamin C that is more potent and more active – also induces the synthesis of new collagen and slows skin aging. Some of the products are enriched with Omegas 3, 6 and 9, which are part of the active ingredients with properties that help protect the skin from inflammation caused by UV rays.

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“Our objective was to develop a line of quality products intended primarily – but not solely – for our customers,” explained EPIDERMA president Pierre Montminy. “It was essential that we be able to provide our clients with facial and body care products which were highly effective as well as being exceedingly compatible.”

Every consumer can enjoy the benefits of the EPIDERMA product line. All of the products’ ingredients – without exception – appear on the packaging and are listed in descending order according to the percentage they compose. This provides the consumer with full transparency, which is especially useful for those who have allergy or intolerance problems.

Eight products comprise EPIDERMA’s new product line: BIO cleanser; BIO lotion; BIO moisturizing creme (normal skin); BIO moisturizing creme (dry skin); BIO serum; BIO eye contour; BIO protection 30; and BIO soothing balm (post treatment).

The products are available as of today in EPIDERMA clinics and will soon be distributed in all of the network’s service centres.

A pioneer in an avant-garde industry, EPIDERMA has gained industry-leading status in the six years it has been in business. EPIDERMA currently has 19 clinics and 59 treatment centres. The company has more than 160 employees and annual sales for the overall network exceed \$12 million.

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