



For immediate release

EPIDERMA EXPANDS ITS LINE OF PHYTOBIOCOSMETIC PRODUCTS

Quebec City, Tuesday, July 3, 2007 – Just over a year ago, EPIDERMA, Canada's largest laser hair removal network, launched its own line of innovative cosmetic products specially designed to be compatible with every type of skin – even the most sensitive – exposed to the everyday elements.

The new **EPIDERMA-BIO** line has enjoyed phenomenal success since the launch, and in response to customer demand, EPIDERMA has decided to expand the line by developing five new products.

- **BIO Body Creme:** non-greasy and unscented, it gently hydrates the skin, softening, smoothing and toning even the most sensitive skin. Suggested retail price: \$39 (120 ml).
- **BIO Night Creme:** a gentle exfoliant, it tones down wrinkles and is compatible with every type of skin. Suggested retail price: \$45 (50 ml).
- **BIO Hand Creme:** non-greasy and regenerative, it protects, hydrates and softens the hands and keeps them looking young. Suggested retail price: \$25 (50 ml).
- **BIO Tightener:** a facial tightener for all skin types, it can be used on the face and eye contour. Suggested retail price: \$45 (30 ml).
- **BIO Soothing Masque:** multi-action facial masque to soothe, tone and hydrate the skin while reducing redness and delivering a feeling of well-being. Suggested retail price: \$55 (125 ml).

“The enthusiasm expressed by our customers for our first line of **EPIDERMA-BIO** products encouraged us to conduct another phase of research and development over a span of several months to complement this range of products,” stated EPIDERMA president Pierre Montminy. “We are continually attuned to the needs expressed by our clients, and this is what has prompted us to bring out these five new products.”

EPIDERMA-BIO products, which are developed and manufactured using cutting-edge technology and formulated with utmost quality, are 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. They also contain new-age active ingredients such as Matrixyl™, Toniskin™ and Tinocare™ for their anti-aging, toning and skin-stimulating qualities. They contain no ingredients derived from animals. Even the omega 3-6-9 that are 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.

Entirely developed and manufactured in Canada, the new **EPIDERMA-BIO** products are currently available in EPIDERMA clinics or online at www.epiderma.ca, and they will be distributed soon through partners and in all of the network's treatment centres.

About EPIDERMA

A pioneer in an avant-garde industry, EPIDERMA has gained industry-leading status in the seven years it has been in business. It currently has 22 clinics and 60 treatment centres. EPIDERMA provides laser hair-removal and epidermabrasion™ services, as well as a line of phytobiocosmetic products. The company has 170 employees.

For information:

Quebec

Marie-Ève Noël
Torchia Communications
Tel.: 514 288-8290, ext. 205
menoel@torchiacom.com

Ontario

Fiona Keeshan
Torchia Communications
Tel.: 416 341-9929, ext. 224
fiona@torchiacom.com