

PRESS RELEASE

For immediate release

EPIDERMA HERALDS SECOND REVOLUTION IN ESTHETICAL CARE BY INTRODUCING INNOVATIVE CLEANSING AND SKIN-REJUVENATION TECHNIQUE

Responding to the concerns of its clientele, the Quebec company has refined a procedure that poses no health risks

Montreal, February 23, 2005 — After revolutionizing Quebec's laser hair-removal industry, EPIDERMA is innovating again in responding to the needs of people trying to age gracefully by introducing a new skin-care service that combines well-being and peace of mind.

A first on the market, epidermabrasion™ is an advanced facial, neck and neckline cleansing and skin rejuvenation technique that employs sodium bicarbonate crystals, without the health-risk factors associated with aluminum-oxide crystals commonly used in microdermabrasion. Through a negative-pressure machine custom-made for EPIDERMA, the thoroughly tested treatment is safer, more technologically precise and virtually painless. EPIDERMA has advanced a technique that has been used in Europe for some 20 years and has been employed in North America since 1996.

Epidermabrasion™, whose beneficial effects are immediate, consists of a flow of crystals and the simultaneous spray of air on the skin, gently removing the outer layers of dead cells and impurities as it revitalizes the skin. The non-invasive technique, which does not require surgery or an anesthetic, touches only the surface layers of the epidermis, while having a positive effect on the dermis. The stimuli applied to the most superficial layer of the skin causes the production of new living cells and collagen fibres, which leads to improved cell nutrition and better blood circulation. The treatment also improves the skin's elasticity, texture, radiance and overall health, including the smoothing of fine lines and scars.

"Our clinical work has enabled us to get a sampling of opinion from the public," said EPIDERMA president Pierre Montminy, who noted that the new service will also lead to the creation of 40 jobs. "We deduced from this that the public – both male and female – want to be able to age gracefully, without having to worry about potential health risks. With the introduction of epidermabrasion™, we are tailoring our services to respond to the concerns expressed by our clientele."

Consistently on the cutting edge of new trends and the latest technological developments, EPIDERMA Medical Director Dr. Gilbert Normand is delighted that the company has been able to make such an advanced technique accessible to the general public.

"I couldn't be more pleased by this initiative because I believe epidermabrasion™ comes down not only to the esthetical aspect but good facial hygiene in general. With today's lifestyle and the conditions that we deal with in our daily lives, our skin inevitably takes a beating. All of these treatments are designed to take care of these daily aggressions and give the skin an in-depth cleansing, so that a person feels and looks healthy."

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Approved by health departments in both Canada and the United States, the devices used by EPIDERMA control the spray of air and the flow of crystals. The sodium bicarbonate that EPIDERMA employs for these treatments is of the utmost quality, more than 99% pure. This natural, inert substance is gentle on the skin and poses no health risks.

The treatment protocol is supervised by Dr. Normand and administered by qualified technicians that have been rigorously trained in the process for the last several months. For best results, the initial treatment involves six 60-minute sessions, at two-to-four week intervals. Following this, a touch-up treatment is recommended four times a year.

Founded in 2000, EPIDERMA, whose head office is located in Ste-Foy, currently employs more than 130 people and has 16 clinics, 50 treatment centres and 175 partners throughout the province. The largest laser hair-removal network in Quebec, EPIDERMA is a pioneer in the industry and personifies Quebec's dynamic entrepreneurial spirit.

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