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New Anti-Cellulite Treatment Prepares Women for Fall's Short Skirts

Elemé Medical Premieres SmoothShapes® System with Dr. Grant Stevens

MERRIMACK, N.H., August 6, 2008 — A premier aesthetics company focused on body shaping, Elemé Medical Inc. announced today that Grant Stevens, MD, will be the first Los Angeles based plastic surgeon to offer the SmoothShapes® system for longer lasting cellulite treatment.

“The unique combination of laser and dynamic light therapy, in addition to contoured rollers and suction, produce results that provide longer lasting cellulite reduction, without the need for monthly maintenance,” said Dr. Stevens. “After studying and evaluating the technology and clinical results, I decided to offer SmoothShapes because it is the most advanced cellulite treatment on the market.”

Designed to improve the appearance of cellulite, and perfected after seven years of development, SmoothShapes effectively treats cellulite and is a noninvasive method for producing longer lasting cellulite improvement. The SmoothShapes device uses a proprietary technology called Photomology® which ultimately results in the appearance of tighter and smoother skin.

Thermal and non-destructive, Photomology’s unique mechanism of action combines dynamic laser and light energy with mechanical massage and vacuum. This process impacts the tissue responsible for the appearance of cellulite—enlarged fat cells and inflexible collagen. SmoothShapes stimulates restoration of healthy cell activity by focusing on both the physical manifestations of cellulite and its underlying causes.

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Dr. Stevens specializes in cosmetic plastic surgery and has been named one of America's Best Physicians in *The Guide to Top Doctors*. His practice has been at the forefront of liposuction and body contouring for more than two decades but, Dr. Stevens recognizes that the area of greatest deficiency is treating cellulite.

“Patients of every age are concerned about cellulite,” commented Dr. Stevens. “SmoothShapes improves the appearance of cellulite which helps clothes fit better and renews patients’ self confidence. It is designed for hips, buttocks, abdomen, waist, back and knees but especially thighs. Feeling great about their thighs will give our patients freedom to wear the great new short skirts that designers are showing for fall. This SmoothShapes protocol is different from older, less advanced technologies because once a patient finishes her series of eight treatments she won’t need maintenance for at least six months.”

“More than 85 percent of women develop cellulite, and treating it safely and effectively is one of the holy grails of body shaping,” said Nancy M. Briefs, President and CEO of Elemé Medical. But now, unlike other systems designed to treat cellulite, SmoothShapes can significantly improve the appearance of cellulite without pain, bruising and post-treatment discomfort.”

Body Shaping Market: The emerging body shaping market segment is expected to grow from approximately \$4.5 billion (device sales, procedures and fees) in 2006 to approximately \$8.1 billion in 2011. (Source: Michael Moretti, “Global Body Shaping Market Analysis,” March 2006)

About Cellulite: Dimpled, orange-peel-like skin that is bumpy and lax is actually the outward symptom of cellulite. Cellulite is a skin condition that results from enlarged fat cells trapped in an inflexible network of collagen located in the hypodermis. Women’s skin visibly displays cellulite because their subcutaneous fat layer is separated by thin vertical columns in contrast to a crisscross network in men. Cellulite can’t be controlled or improved by diet or exercise and more than 85 percent of women will develop it at some point in their life. Ultra slender supermodels, women devoted to a healthy lifestyle and diet, and even toned athletes can all have cellulite. Several factors contribute to the cause of cellulite. These include: genetics, hormones, vascular changes and inflammation.

About Elemé Medical:

Elemé Medical Inc., headquartered in Merrimack, N.H., is dedicated to providing market-leading technology in all areas of body shaping. SmoothShapes® system with pioneering Photomology® technology is a medical device with FDA clearance to market. The Company’s name, when spoken phonetically, suggests “lasers, medicine and aesthetics.”

About Grant Stevens, MD:

Dr. Grant Stevens is a California board-certified plastic surgeon and the Medical Director of Marina Plastic Surgery Associates in Marina del Rey. He specializes in cosmetic plastic surgery and is an active member at Marina del Rey Hospital where he is the past Chairman of the Department of Surgery, the past Chairman of the Liposuction Committee, and the past co-director of the Breast Center. He is also on staff at St. John's Medical Center and the Marina Outpatient Surgery Center. Dr. Stevens is an Associate Clinical Professor at the USC Medical School and Director of the American Society of Aesthetic Surgery-approved Marina Aesthetic Surgery Fellowship. To schedule an interview or appointment with Dr. Stevens for SmoothShapes, please call 310.827.2653.

For more information on plastic surgery visit: www.MarinaPlasticSurgery.com or for more info on non-surgical procedures, visit: www.TechnologyOfBeauty.com.

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