
Mysterious Healing & Beautifying Powers of the Dead Sea

Beauty seekers know the power of the Dead Sea minerals. For centuries, the Dead Sea waters and salts have been known to have mysterious healing and beautifying powers. Since minerals make up 4-5% of our body, these minerals need to be replenished in the skin. Bloom Dead Sea Life, a leader in extracting and refining the natural gifts of the Dead Sea, offers a wide range of wonderfully healthful salts, mud masks, creams, shampoos, soaps, and toners to revitalize the face and body. Men love the fresh, sweet smell on their skin, too!

Clinical aestheticians throughout Europe, the Middle East, the United States, and Mexico are using Bloom Dead Sea products: Rich moisturizing creams, skin-softening lotions, hydrating bath salts, and tingling Dead Sea mud mask, widely used as an aid for troubled skin conditions such as acne, eczema and psoriasis. Retail and professional sizes are available.

These wonderful products, new to the United States and Mexico, are imported from Jordan and manufactured under strict government regulation. Pure and fresh - available online or by phone. Distributors welcome.

Bloom Dead Sea Life
800.258.9145 | www.BloomUSA.com
www.BloomMEX.com

Cynosure Receives FDA Clearance for Treatment of Cellulite

Cynosure, Inc., a leading developer and manufacturer of cosmetic and medical lasers, announced it has received government clearance for the treatment of cellulite using its TriActive™ LaserDermologySM device. The TriActive is also used for therapeutic laser massage.

"This clearance allows us to expand our marketing of the TriActive. Physicians and medical spas will be able to offer treatments to a wider category of individuals. We know how concerned women are about the appearance of cellulite. Each day on the internet alone, hundreds of searches are made for information on treatment," said Marina Kamenakis, Director of Marketing.

"In addition, the American Academy of Dermatology has noted that 'increasing numbers of dermatologists are realizing it is an important issue to their patients.' We are pleased to be able to offer this newest treatment modality to physicians and their patients."

"The TriActive is used not only to tighten cellulite on the body, but can be used to tighten facial skin. It is the entry-level system for any aesthetic medicine practice or medical spa," said Michael R. Davin, President and CEO. "Patients can also combine TriActive LaserDermology treatments with other laser facial treatments, liposuction, and other procedures as they wish."

At the 20th Annual Meeting of the American Academy of Cosmetic Surgery (AACS), held in Hollywood, FL, earlier this year, Susan M. Boyce, M.D., presented two abstracts on the TriActive: "Intraoperative Treatment of Cellulite with Liposuction of the Thighs" and "A Comparison Study: Triactive With and Without the 800nm Diode Laser Component." In the latter abstract she showed that "...both modalities can offer some benefit to patients who are bothered by their cellulite. However, the added benefit of the 800-nm laser component makes a significant difference for patients." During these studies, Dr. Boyce was a fellow with Dr. Mitchel P. Goldman, Dermatology-Cosmetic Laser Associates and SpaMD in La Jolla, CA. She is currently in practice at the Ferguson Medical Group in Sikeston, MO.

Cynosure Inc.
800.886.2966 | www.cynosurelaser.com

DUSA Pharmaceuticals, Inc. Announces Commencement Of Levulan® Kerastick® Manufacturing; Reacquisition Of Canadian Product Rights; Plans To Expand Sales Force

DUSA Pharmaceuticals, Inc. (NASDAQ NMS: DUSA) announced it has commenced commercial production of the Levulan® Kerastick® at its Wilmington manufacturing facility. Although DUSA has adequate inventory to meet short-term demand, the start of production at this time is intended to insure that the Company will have an adequate supply of inventory to meet the increasing market demand throughout 2004 and beyond.

Initial production planning is based on the anticipated near-term demand for Kerasticks, but the plant has the capacity to make over 1 million Kerastick units annually, so meeting demand is not expected to be an issue. DUSA expects that initial commercial products from the Wilmington facility will be available for distribution during the second quarter of 2004. Ongoing Kerastick production plans will be dependent on the level of Kerastick sales.

Also, on February 26, 2004, DUSA reacquired the rights to the aminolevulinic acid (Levulan) technology for Canada held by DRAXIS Health Inc. These rights

were initially assigned to DRAXIS in 1991 at the time of the original licensing of the patents underlying Levulan PDT platform from PARTEQ Research and Development Innovations, the licensing arm of Queen's University, Kingston, Ontario. DUSA terminated its assignment and agreed to pay an upfront fee and a royalty on sales of the Levulan Kerastick in Canada over a five-year term. The commercial launch of its products in Canada is expected to occur in 2004.

Lastly, due to the positive sales momentum which the Company is experiencing, DUSA has also decided to expand its direct sales force. The total number of new representatives has not yet been determined.

DUSA Pharmaceuticals, Inc. is a biopharmaceutical company engaged primarily in the development of Levulan Photodynamic Therapy (PDT) and Photodetection (PD) for multiple medical conditions. PDT and PD utilize light-activated compounds to induce a therapeutic or detection effect. DUSA is a world leader in topically or locally applied PDT and PD. DUSA maintains offices in Wilmington, MA; Valhalla, NY; and Toronto, Ontario.

DUSA Pharmaceuticals, Inc.
416.363.5059 | www.dusapharma.com

10th Annual Live Surgery Workshop set for March 10-13; Hair Restoration Industry Focuses on Research and Surgical Technique

Hair restoration physicians from around the world will gather to review the latest information and innovative surgical techniques at the 10th Annual Live Surgery Workshop in Orlando, Florida.

The four-day symposium will feature 18 live surgeries, scientific research findings, physician mentor programs, and panel discussions on key hair restoration topics. Updating physicians on the most advanced tools and techniques in hair restoration is vital to the estimated 80 million Americans, both men and women, currently battling hair loss.

Live surgeries performed during the Workshop will include a focus on: female patients, ethnic considerations, pediatric patients, specialty cases (eyebrow and eyelash transplantation), performing large sessions, creating natural hairlines, corrective procedures, and the newest surgical technique - Follicular Unit Extraction.

Research presentations and panel discussions will include such topics as finasteride (marketed as Propecia) used in conjunction with hair transplants, the future of hair follicle cloning, scalp elasticity, follicular unit storage and survival, and donor scar treatment.

"The Live Surgery Workshop is founded on a free

exchange of knowledge and clinical training, led by the industry's most respected experts," said Dr. Matt Leavitt, Program Chair and Live Surgery Workshop Founder. "This dynamic program provides an incredible educational platform for all who participate, faculty and attendees alike."

More than 100 hair restoration physicians are scheduled to attend this year's event as faculty, discussion facilitators, and participants. In its 10-year history, this international Workshop has drawn physicians from more than 40 countries.

The Live Surgery Workshop presentations will take place from March 10th through the 13th at Wyndham Palace Resort in Lake Buena Vista, with live surgeries performed at Medical Hair Restoration's MetroWest Surgery Center in Orlando.

The Leavitt Companies | 407.875.2080 ext.1281
www.medicalhairrestoration.com
www.advancedderm.com
www.livesurgeryworkshop.org

Dermoelectroporation: A New Frontier in Transdermal Drug Delivery

Mattioli Engineering Corp., McLean, VA, leader of Microdermabrasion market for more than 10 years, announced at the AAD meeting in February its new recently FDA cleared TRANSDERM@IONTO – ionic drug solution transdermal delivery system.

TRANSDERM IONTO is based on the new proprietary Dermoelectroporation® technology, and it can be used as an alternative to injections.

TRANSDERM IONTO allow users to deliver ionic drug solution right after sterile microdermabrasion on any patient and for any skin condition. This is possible because of the current pulsed waveforms which totally avoid either electrolysis or ionic drug solution PH variation effects.

From European clinical trials Dermoelectroporation® applied right after microdermabrasion allows operators to deliver either low or, for the first time ever, high weight molecules into the dermis.

TRANSDERM IONTO completes the Ultrapeel® microdermabrasion systems range of products, the first ones to get the FDA clearance in 1996.

Mattioli Engineering
877.MATTENG | www.matteng.com

California Medical Meeting & CME Cruise – Presented by Medical Destination Hawaii

Join Medical Destination Hawaii (MDH) on the Pride of Aloha sailing from Los Angeles on her maiden voyage offering CME delegates the opportunity to sail this luxury ship.

"This is a U.S.-flagged ship sailing & visiting U.S. ports, which means that conferences and meetings on board can qualify for both corporate and individual tax deductibility for meeting expenses up to the IRS allowable of \$2,000," says M. Steven Grant, CEO of MDH, organizing the event.

"Medical-Legal Practice Excellence" features John Chase, M.D., of Benchmark Medical Consultants, providing updated and necessary CME credits and networking opportunities to national and international medical professionals. <http://www.benchmarkadmin.com>.

Depart from Los Angeles June 13, 2004; 5-night cruise takes in six California cities: San Diego, Catalina, Santa Barbara, Monterey, and San Francisco. Every modern amenity expected from a brand new, state-of-the-art U.S. cruise ship, plus day-long stays at several cities, no repacking luggage or transferring to and from airports. Cabins start at \$1,225 per person, based on double occupancy. Course is \$495. For information and registration: <http://www.medicaldestinationhawaii.com>.

Benchmark Medical Consultants orients, trains, and provides administrative support to practicing physicians, psychiatrists, dentists, chiropractors, nurses, therapists, and other healthcare professionals as independent consultants to law firms, insurance companies, claims adjusters, and self-insured companies in finding highly qualified, knowledgeable healthcare consultants.

Benchmark Medical Consultants is a Mandatory Continuing Legal Education (MCLE) and an accredited Continuing Medical Education (CME) provider. They educate healthcare, legal, and insurance professionals in all aspects of the medical-legal process. They have been serving consultants and clients nationwide since 1986. Benchmark Medical Consultants was reaccredited by the Accreditation Council for Continuing Medical Education in 2002 with exemplary compliance in the essential area of educational planning and evaluation.

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through joint sponsorship of Benchmark Medical Consultants and Medical Destination Hawaii. Benchmark Medical Consultants is accredited by the ACCME to provide continuing medical education for physicians.

Benchmark Medical Consultants designates this education activity a maximum of 7 hours in Category 1 Credit towards the AMA Physicians Recognition Award. Each physician should claim only those hours of

credit that he/she actually spent in the educational activity.

MDH also offers 7-night Hawaiian inter-island CME cruises.

Medical Destination Hawaii
888.923.4004 | Steven Grant
www.medicaldestinationhawaii.com

MEDICAL SPA CONFERENCE®

The Medical Spa Professional Alliance recently hosted their FOURTH Medical Spa Conference & Expo® in Indian Wells, CA at The Hyatt Grand Champions Resort & Spa near Palm Springs. The ongoing series of Medical Spa Conferences is the only "official" and ORIGINAL conference designed specifically for 'medical spas,' medical, spas, fitness and aesthetic professionals, who are interested in the successful growth of medical spas with attendees from the United States, Canada, Asia, Europe, and the Middle East.

Marian Urban, the CEO of Medical Spa Conferences notes, "This has become the only medically directed conference which remains true to medical spa clients and patients with state-of-the-art technologies. The Medical Spa Conference & Expo events are absolutely different! This highly exclusive, educational conference has built a strong reputation for providing physicians, medical aestheticians, nurses, medical clinicians, spa directors, and spa management teams with the educational tools and technical information they will need to be successful. These unique educationally driven events are designed specifically for those spa owners, directors, and physicians who have medical spas or are researching how to open a new medical spa."

The Medical Spa Conference is proud to be the ONLY spa conference which offers qualifying attendees with Continuing Medical Education ~ Category One Credits. The CME Board strictly guides educational accreditation based upon pre-approval of high quality curriculum within consistent educational standards. Seventeen CME Credits were awarded to each participating physician attendee at the 4th Medical Spa Conference in Palm Springs this year.

Marian Urban continues, "We are very pleased with our enormous success in this newly burgeoning trend in medical spas. We were pleased to have CBS TV and a host of 35 reporters, editors, and publishers from across the globe in attendance to cover this event. We remain excited to see this new movement towards more progressive medical spas, which are changing the way medicine will be practiced in the future! Today, medical clinic patients and spa clients are demanding

more personalized healthcare and preventative treatments which will keep them healthy, while healthy-aging programs will also keep them feeling young and vibrant. The 'Medical Spas' are the perfect arena for this type of quality spacare through preventative wellness service treatments, healthy-aging therapies, and holistic therapies. Our commitment remains to maintain a very exclusive environment at each of our two annual Medical Spa Conferences. The Medical Spa Conference is a relatively small event which is strategically planned to offer high quality advanced educational opportunities."

Medical Spa Professional Alliance

The primary mission of the Medical Spa Professional Alliance is to provide a non-biased, informed, ACCME Certified, educational conference focusing wholly on medical spa information. The Medical Spa Professional Alliance will be a neutral institution which will provide dissemination of information and whose focus will be in maintaining the integrity of the term "Medical Spa."

Beatrice Mendez is the Medical Advisor for the Medical Spa Conference. Marian Urban is the CEO of the Medical Spa Professional Alliance. Board Members include Dima Ali, M.D., as President; Derrick DeSilva, M.D., as Vice President; and Stephanie Urban as Secretary / Treasurer. The newly updated Educational Advisory Committee includes Manuel Sanchez, M.D.; Richard Foxx, M.D., Marcello Suarez, M.D.; Michelle Palmer, Ph.D.; Helen Torok, M.D.; Maria Turk, Julie Eller-Zech and Marian Urban.

Future Medical Spa Speakers

Each conference is designed with an ever-changing array of demonstrations, speakers, lectures, and topics, which guarantees that all Medical Spa Conference attendees will want to be regular attendees at each event. Interested speakers should immediately submit their 2004 presentation proposals, resume and photograph for consideration to medicalsconference@msn.com. Discounts are always available for early conference attendee and exhibitor registrations.

Medical Spa Conference

877.255.7727 | www.medspaconference.com.

OPUSMED's LumiPhase-R clinical test to be presented at the ASLMS Meeting in Dallas

Dr. Daniel Barolet, Founder of OPUSMED, will be making a video presentation at the ASLMS on Friday, April 2, 2004, scheduled for 12:35 p.m. Entitled **Rhytid**

Improvement by Non-Ablative, Non-Thermal LED Photoinduction: In Vitro and In Vivo Aspects, his presentation will outline methodology and results pertaining to the in vitro and in vivo evaluation of a new LED device (LumiPhase-R).

The in vitro model demonstrated a reversal of the procollagen to collagenase ratio in aging skin clearly correlating with the in vivo clinical trial reaching 58% improvement in skin roughness and rhytid depth for 53 photoaged patients. This split face double-blind study demonstrated that we are now beyond the concept of thermal injury, with clinical results potentially superior to current non-ablative thermal technologies.

The study will also be featured at the Saturday April 3rd Poster Session, and Dr. Barolet will be available from 6:00 p.m. to 7:00 p.m. to discuss the results of his study. These presentations are not to be missed by those interested in new aesthetic technologies such as LEDs.

OPUSMED

514.343.4141 | www.opusmed.com

New Under-Eye Treatment Combats Dark Circles And Signs Of Aging

Revision® Skincare Inc., is offering plastic surgeons advanced new technology to combat one of the top concerns which patients have about their appearance – dark under-eye circles. Teamine™ Eye Complex® is a treatment which is guaranteed to markedly reduce the appearance of dark under-eye circles and puffiness.

In clinical trials, Teamine Complex, the proprietary and active ingredient in this lightweight cream, has been shown to increase the thickness and density of periorbital skin, reducing the visibility of the blood vessels below. Teamine Complex also increases micro-circulation to reduce the pooling of blood in capillaries in this area. Additionally, it has been shown to noticeably smooth fine lines and wrinkles and increase the natural protective functions of the skin.

"Teamine is a significant breakthrough in correcting dark circles in the periorbital region," explains John Muller, President of Revision. "By focusing on the causes of this condition and addressing each one, Teamine actually corrects the problem rather than simply providing a temporary cosmetic solution."



Teamine Eye Complex is an essential component of pre- and post-cosmetic procedure skincare regimens. Aesthetic plastic surgeons report that Teamine Eye Complex helps to enhance the results of procedures such as laser skin resurfacing, chemical peels and microdermabrasion.

What Causes This Condition

There are a variety of genetic and environmental causes of periorbital puffiness and dark circles. In younger patients, allergies or chronic medical conditions make dark circles around the eyes more noticeable. In older patients, dark circles are often caused by the thinning of aging skin, which makes blood vessels below the surface more apparent. In addition, some patients suffer from telangiectases or spider veins which appear under the eye due to the pooling of blood in these capillaries, making the area look discolored and uneven.

How It Works

Teamine Eye Complex offers both immediate and long-term results, creating the most comprehensive solution for under-eye circles available. Other benefits of Teamine Eye Complex include improved skin tone, a noticeable reduction in the appearance of fine lines and wrinkles, and an increase in under-eye smoothness and firmness.

Additional results are achieved at the skin's surface, as discoloration of the stratum corneum, another contributing factor to under-eye circles, is corrected through the incorporation of new skin-brightening extracts. An immediate reduction in dark circles is accomplished as a microthin layer of light-diffusing minerals deflects the light which hits the skin's surface, effectively hiding skin imperfections from the human eye.

Teamine Eye Complex is currently available solely through physicians and is distributed exclusively by Revision Skincare Inc. For more information about Teamine Eye Complex, visit the Revision website.

Revision

800.385.6652 | www.revisionskincare.com

Emmi Debuts at AACS, Improves Compliance and Reduces Malpractice Risk

How can surgeons improve patient safety and compliance and at the same time, reduce their risk of malpractice?

More than 500 surgeons have already signed up to use Emmi (Expectation Management & Medical

Information). Emmi is Rightfield Solutions' new interactive patient education and risk management tool which increases patient awareness of their condition and upcoming procedures. Emmi improves patient satisfaction, enhances patient compliance safety and outcomes, while protecting the health care provider with clinical and legal best practices risk management.

Emmi was demonstrated at the Rightfield Solutions booth during the American Academy of Cosmetic Surgery 20th Annual Scientific Meeting, January 29 - February 1, 2004, at the Westin Diplomat Resort & Spa in Hollywood, FL.

Rightfield Solutions

818.610.0270

Joy Scott at Scott Marketing & Public Relations

Skin Blends offers a Rainbow of Color Therapies

The history of color has its roots in ancient Egypt. Scientists have shown that Color Therapy (also known as Chromotherapy) brings about emotional reactions from people. Reactions and attitudes to colors differ from person to person and may very well signal areas of imbalance. Bodies like to be balanced. Sir Isaac Newton decided that there are seven colors in the rainbow. Seven is a very special number; there are seven days in the week, seven openings in the human head, seven seas, seven continents, etc. Therefore, light consists of seven color energies: red, orange, yellow, green, blue, indigo, and violet. The color order of the rainbow starts with red at the outer edge and moves through the colors to violet. The body has seven energy centers, or chakras; and each chakra is affected by one of the seven color energies. Chakra colors follow the same order as the colors in the rainbow.



One can receive energy from colors in food, vitamins, supplements and herbs. Color energy can also be received in the clothes one wears, the environment, aromatherapy, sound, gemstones, and the products used on one's skin. By studying how colors affect the body physically, emotionally, mentally, and spiritually, color can be used for balancing and healing the body. Skin Blends Base Blends are color free, but one may add color to a product by using the red, blue, yellow, orange,

violet, and green Color Blends. Contact Skin Blends for more information about the Color Blends or Color Therapy Chart.

Skin Blends

877.754.6253 | www.skinblends.com

Control MD line launches “Lactic Skin Resurfacing with Hydrating Balance” Success Kit

The Control MD line launched their new Success Kits to help physicians implement the medi-spa concept easily and affordably. One of a variety of Success Kits, the “Lactic Skin Resurfacing with Hydrating Balance” Success Kit contains enough product for 35+ treatments plus powerful marketing materials to promote the treatment and generate customer interest.

The kit’s eye-catching, full-color marketing tools include a pack of 25



Lactic Skin Resurfacing with Hydrating Balance consumer menu brochures, 25 Control MD consumer brochures, and a 16” x 20” poster which will complement any facility’s décor while promoting the Control MD line. To further generate revenue, the kit also contains 50 “SpaScriptive” pads for recommending home-regimen retail products and follow-up professional treatments.

Providing smooth resurfacing without dryness, this exfoliating treatment is especially beneficial for sensitive skin, aging skin, and hyperpigmentation. Kit products include Sensitive Skin Cleansing Gel, Hydra-Balance Tonic, Lactic Acid Peel (30%), Healing Cort Balm, Hydrating Balance Mask, and SPF-30 Day Cream.

Distributed through Universal SpaMD, the Control MD line is a comprehensive medical skincare line available only through physicians and medical spas.

Universal Companies, Inc.
800.558.5571
www.universal.com

NEWS FLASH

PRESS CORNER

AESTHETIC TECHNOLOGIES, INC. AND PARISIAN PEEL® ACQUIRED

New President Promises Renewed Commitment to Parisian Peel® Customers and the Company’s Future in Aesthetic Medicine

GOLDEN, CO (March 1, 2004) – ATI Acquisition Company, LLC of Golden, Colorado, announced today that it has acquired Aesthetic Technologies, Inc. Purchased were all of the assets of Aesthetic Technologies, Inc., including the company’s Parisian Peel® medical microdermabrasion and ultrasound brands, and related skin care products.

Alison Shaya, new President of Aesthetic Technologies, says that the company’s employees will be retained and new initiatives developed to take advantage of emerging growth opportunities in aesthetic medicine.

“We’re renewing the commitment to Parisian Peel customers to continue providing them with high-quality, reliable technology and attentive customer service,” Shaya says. “We’ll also be developing new products and alliances which will put us at the forefront of aesthetic technology as new markets and clinical applications emerge both in the United States and internationally.”

Shaya is also committed to preserving what customers have come to expect of the Parisian Peel brand. “In microdermabrasion, Parisian Peel is the best-known brand in the world. Our customers associate it with quality and reliability, independent research and

peer reviews, exclusive GE service and comprehensive patient marketing support. Parisian Peel will continue to represent all of this, only more so, as we pursue future directions in aesthetic medicine.” Parisian Peel products are distributed to physicians, chiefly for plastic/aesthetic procedures, dermatology and physician-directed spas.

ATI Acquisition Company, LLC is a joint venture between Meritage Consulting Group (www.meritageconsulting.com) and R2 Investments, LLC. Ms. Shaya is also a partner in Meritage Consulting Group. Meritage is an investment and management advisory company. For over 20 years, the company has specialized in biotechnology mergers and acquisitions, as well as turnarounds of troubled companies. R2 is a turnaround consulting and investment advisory firm.

Contact: Alison Shaya
ATI Acquisition Company
303.469.0965
ashaya@atimed.com
www.parisianpeel.com