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Age Defying Dermatology® Becomes Age Defy DERMATOLOGY AND WELLNESS, Inc.™ !

Campbell, CA – September 4, 2007. For more than two decades, Age Defying Dermatology® has been Silicon Valley's largest cosmetic dermatology Medical Center, helping people have healthier skin and a more youthful appearance. The Center recently changed its name to Age Defy DERMATOLOGY AND WELLNESS, Inc. to reflect a breakthrough strategy of skin, mind and body care that prevents, modifies, and even reverses the changes that time brings – to help people *Look and Live Well*. The Center's unique partnership with HeartMath®, a global leader in stress reduction and optimal health and performance, offers a clinically proven system to reduce stress, improve skin quality and enhance emotional well-being. Lifestyle Enhancement Programs add a new dimension to state-of-the-art skin care. And the Center's recently renovated Medi-Spa provides therapeutic facials, nutritional counseling, massage therapy, mindful yoga and acupuncture - all in a luxurious, tranquil environment.

"Providing our patients with advanced dermatology and cosmetic surgical services remains the cornerstone of Age Defy DERMATOLOGY AND WELLNESS. Our new vision goes beyond great skin care with a unique, holistic approach designed to help people make a commitment to healthy living – inside and out." explains Dr. Rick Noodleman, Medical Director of Cosmetic Dermatology and Surgery. Dr. Arlene Noodleman, the Center's Medical Director of Complementary Medicine, adds "Our integrative skin care programs are firmly grounded in Western medicine and proven complementary therapies. They combine the best dermatologic care available with services to reduce stress, promote health and enhance healing. The goal is to delay the onset of the changes that time brings through *gradual* lifestyle change in adopting healthier behaviors and, eventually, healthier lifestyles."

To commemorate its transformation and more than 20 years of service excellence, Drs. Noodleman and their Staff invite the South Bay community to a Gala Reception on Thursday, October 18th from 5:30 – 8:30 PM at 3803 South Bascom Avenue, Suite 200, in Campbell. Join them for wine, sumptuous hors d'oeuvres, Revercel® product samples and special gifts. Observe demonstrations of the latest healthy aging treatments and programs, too! To learn more, visit www.agedefy.com or call 877-AGE-DEFY.

About Dr. Rick Noodleman, M.D., Medical Director, Cosmetic Dermatology and Surgery

Medical Director of Silicon Valley's largest accredited cosmetic dermatology medical center, Dr. Rick Noodleman is a pioneer in the development of innovative minimally invasive surgical procedures and skin care formulations. After completing his dermatology residency at Stanford University school of medicine, he served a dermatologic surgery fellowship and Duke University Medical Center. Dr. Noodleman received his M.D. from the University of Minnesota and his B.A. from Harvard University. He is the author of numerous articles for professional and consumer publications and is a regular health care contributor on Bay Area television.

About Arlene Noodleman, M.D., M.P.H., Medical Director, Complementary Medicine

Board-certified in preventive medicine, Dr. Arlene Noodleman practiced preventive and occupational medicine in California's Silicon Valley and held senior management positions in Bay Area pharmaceutical and biotech companies. She and her husband, Dr. Rick Noodleman, created and launched the Revercel product line. In addition to her role as Medical Director of Complementary Medicine, Dr. Noodleman is CEO of both Age Defy and Revercel LLC. She holds B.S. and M.D. degrees from the University of Minnesota, a Masters degree in Public Health from the University of California-Berkeley and served a fellowship at Duke University Medical Center.
