



Contact: Tania Hernandez-Andersen, Sr. Marketing Manager
408-369-4256 or Tania@agedefy.com

FOR IMMEDIATE RELEASE

New Portrait® Skin Regeneration Treatment Produces Resurfacing Results in Just One Treatment – with Low Downtime

July 29, 2008 – (Campbell, CA) Age Defy Dermatology & Wellness introduces a new, highly effective cosmetic resurfacing option to the South Bay. The Portrait® Skin Regeneration technology treats multiple signs of aging simultaneously, with minimal downtime. Patients report results similar to laser resurfacing, and continued improvement for up to two years after treatment.

An, FDA-approved procedure, Portrait uses plasma energy transfer to regenerate below the skin's surface, treating multiple signs of aging – wrinkles, brown spots, muddy tone, rough texture, sagging skin, even pitted acne scars – in just one treatment. Treatment time is short and there is little healing time.

"I have been using resurfacing techniques for more than 20 years with my patients," said Dr. Rick Noodleman, Medical Director of Age Defy. "I have never seen results like those created by the Portrait plasma treatment. This is an exciting technology because the results are superior and patients will see their skin improve for up to 24 months after one treatment as the body continues to create its own new, healthier skin and collagen."

Board-certified dermatologist and cosmetic surgeon Dr. Noodleman recommends Portrait to his patients because of the multiple, unsurpassed benefits:

- No other procedure treats as many conditions simultaneously – Portrait helps minimize wrinkles, treat acne scars, smooth, tighten, re-texturize and treat unwanted pigmentation & sun damage.
- Results get better over time – continued improvement is seen *up to two years* after treatment!
- Can be used to treat multiple areas: face, neck, chest, arms, hands, abdomen or areas such as around the mouth.
- Portrait is the *only* device approved to treat the entire eye area – all the way to the lashline.
- The treatment is customizable – its strength can be "dialed up *or* down" according to your desired outcome & downtime needs.

3803 S. Bascom Ave. Suite 200, Campbell, California 95008
1518 Cypress Drive, Pebble Beach, California 93953
www.agedefy.com

Pebble Beach® and The Spa at Pebble Beach™ are trademarks and service marks of the Pebble Beach Company. Used by permission.

- Portrait has minimal downtime - because the treatment is “non ablative,” your skin remains intact.
- Significant results are achievable in one treatment, unlike fractional laser resurfacing.

Many of Dr. Noodleman’s patients are already enjoying the benefits of their Portrait treatments. Trish Power is a 49-year old swimmer and surfer who has spent a lifetime in the sun, and had the brown spots and lip lines to show for it. Within days of having one Portrait treatment, Trish says: “I get so many compliments on my skin – people say ‘your skin looks so fresh.’ I totally love it and can’t thank Dr. Noodleman enough.”

Portrait is an alternative to ablative CO₂ laser resurfacing and is an ideal option for people who are not yet ready for CO₂ resurfacing or for those who require less downtime than with the CO₂. Patients who have already had a laser resurfacing or Fraxel (fractional) treatment can benefit from Portrait treatments for touch-ups or on other parts of the body, including neck, chest and hands.

###

About Age Defy Dermatology & Wellness

Age Defy Dermatology & Wellness is the Bay area’s largest accredited cosmetic dermatology medical center. The premier destination for skin care and anti-aging options, in August 2007, Age Defy opened a second clinic at The Spa at Pebble Beach.[™] A nationally recognized skin care innovator with more than 20 years experience, they offer an integrated approach to healthy aging, ranging from cosmetic surgery to integrative medicine services. All are designed to help their patients *Look and Live Well*. Patients enhance and maintain their results with Revercel[®] skin care for younger-looking, healthier skin. Visit www.agedefy.com or call 877-AGE-DEFY to learn more.

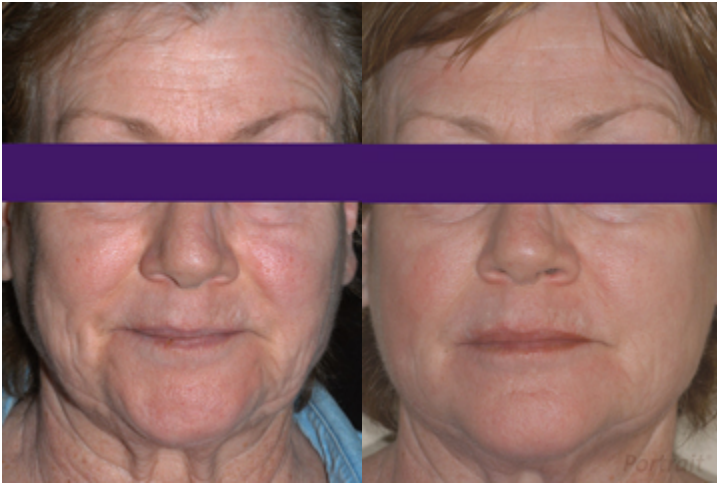
About Rick Noodleman, M.D., Medical Director

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 at Duke University Medical Center with subspecialty training in Mohs surgery. 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.

3803 S. Bascom Ave. Suite 200, Campbell, California 95008
1518 Cypress Drive, Pebble Beach, California 93953
www.agedefy.com

Pebble Beach® and The Spa at Pebble Beach™ are trademarks and service marks of the Pebble Beach Company. Used by permission.

Before/After Photos Featuring Portrait Skin Regeneration:



Photos courtesy of Portrait/Rhytec

3803 S. Bascom Ave. Suite 200, Campbell, California 95008
1518 Cypress Drive, Pebble Beach, California 93953
www.agedefy.com

Pebble Beach® and The Spa at Pebble Beach™ are trademarks and service marks of the Pebble Beach Company. Used by permission.