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News Release

Leading Cosmetic Procedure Specialists Ratify Thermage Treatment Guidelines Following ASLMS Meeting in Orlando April 3

Hayward, CA-April 28, 2005. Thermage[®], Inc., a leading aesthetic medical device company that pioneered a non-invasive skin tightening and contouring procedure using a patented radio frequency technology, today announced the ratification of evidence-based treatment guidelines for optimizing the effects of its ThermoCool™ device. A specially convened panel of cosmetic procedure experts reviewed impressive Thermage results with standardized treatment guidelines, backed up by independent research findings presented at the American Society of Laser Medicine and Surgery (ASLMS) annual meeting March 30 through April 3.

The scientific proceedings, co-chaired by Dr. Jeffrey Dover, Associate Clinical Professor, Dermatology Section of Dermatologic Surgery and Oncology - Yale Medical School, and Dr. Brian Zelickson, Assistant Professor, Dermatology at University of Minnesota, marked the first time leading physicians representing the four major aesthetic specialties-dermatology, plastic surgery, facial plastic surgery, and oculoplastic surgery-have met jointly to evaluate standardized guidelines for performing the first and only non-invasive procedure proven to tighten and contour deep tissue.

"This meeting is another milestone in the continued cooperative research progress among cosmetic procedure specialists," said co-chair Dr. Dover at the meeting's conclusion. "The new evidence presented today enabled this group of experienced physicians to come to an agreement on proven methods to optimize the impressive efficacy and safety of the Thermage Procedure." Plastic surgeon Dr. Jay Burns, Assistant Professor of Plastic Surgery, UT Southwestern Medical School added, "While Thermage does not replace a surgical lifting procedure, we all agree that this standardized approach to non-invasive tissue tightening now provides the majority of patients with noticeable changes, without the downtime required by surgery."

The expert panel considered pooled data reports from 5,700 Thermage patient treatments, and assessed satisfactory efficacy in 94% of recently treated cases. Improvements in predictability were directly attributed to following optimized treatment guidelines. Most importantly, they reported that using multiple passes at moderate settings resulted in higher patient satisfaction and improved patient comfort during the procedure.

"The convening of this panel of elite specialists and their endorsement of the optimized treatment guidelines validates the promising future of our unique technology," said Steve Fanning, CEO of Thermage.

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Key scientific findings also presented at ASLMS included:

Dr. Brian Zelickson and Dr. Jay Burns data confirming Thermage treatment denatures additional collagen fibers in deep skin layers with each energy application up to at least five "passes" in a single treatment session.

Dr. Michael Kaminer presented preliminary findings from a clinical study in progress that demonstrates a clear correlation between higher numbers of radio frequency passes with Thermage and increased patient satisfaction. A greater number of pulses and passes increased all measures of efficacy in the multi-center study, with Dr. Kaminer observing responses in over 90% of patients receiving an average of 556 pulses as per a standardized protocol for treatment of the mid- and lower face.

Additional papers and case reports from leading researchers were presented, demonstrating that the Thermage Procedure is easily combined with other common cosmetic procedures such as tissue fillers, erbium lasers, and Botox for complementary improvements in facial appearance.

About Thermage

As the first and only scientifically proven non-invasive tissue tightening and contouring technology, the Thermage procedure has been featured extensively as an innovative and unique cosmetic procedure by such national media as the CBS Morning Show, Entertainment Tonight, Vogue Magazine and The Oprah Winfrey Show.

A leading medical device company, Thermage develops innovative aesthetic technologies, including its patented capacitive radiofrequency device, to achieve a desired cosmetic or therapeutic effect on and under the skin surface. Its flagship ThermaCool system is available worldwide in 34 countries and is currently installed in over 1,200 dermatology, plastic surgery and other cosmetic surgery practices. Founded in 1996, the Company's headquarters are located in Hayward, California, proximate to the San Francisco Bay Area and the Silicon Valley.

For more information about Thermage and its ThermaCool system, or to locate physicians using its exclusive radiofrequency technology, log on to www.thermage.com.

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