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News Release

Thermage® Introduces Enhanced Treatment Algorithm for Tissue Tightening at Key Medical Meetings

Predictability of results and patient comfort improved

Hayward, Calif. - May 12, 2004. Speakers at key medical meetings recently presented their research and clinical findings on the enhanced Thermage® treatment algorithm for tissue tightening. Clinical findings indicate that multiple passes of radiofrequency (RF) delivered at moderate treatment-level settings produce more consistent results and enhance patient safety. Furthermore, the need for aggressive pain management is significantly reduced. These clinical observations of improved efficacy and reduced pain are supported by basic tissue science presented at recent medical meetings. Specifically, the research demonstrates that more extensive collagen changes occur deep in the dermis by using multiple treatment passes at moderate settings, versus a single treatment pass at relatively higher settings.

New histology data was presented at last month's American Society for Laser Medicine and Surgery (ASLMS) meeting by Dr. Brian Zelickson, Assistant Professor of Dermatology at the University of Minnesota in Minneapolis. Promising increased efficacy, the study showed a greater deep-collagen denaturation effect (1 - 2 mm below the surface) with multiple treatment passes compared to a single treatment pass on facial tissue. The study also showed a reduced superficial effect (0 - 1 below the surface), demonstrating decreased risk of surface tissue damage. The ASLMS' annual meeting has generally been regarded as the premier scientific conference on lasers and related high-tech energy devices used by cosmetic procedure specialty physicians.

The meeting's keynote speaker, dermatologic surgeon Dr. Roy Geronemus, commented on recent modifications to Thermage treatment strategies. Based on his experience with nearly 500 patients, the director of the Laser & Skin Surgery Center of New York updated colleagues by noting, "We have found that the multiple-pass algorithm and advanced fast treatment tips improve clinical predictability, minimize adverse effects, and reduce patient discomfort. The new multiple-pass approach is a lot more practical to implement with fast treatment tips since the area can be treated twice as fast." Dr. Geronemus added "the initial pass of volumetric RF delivery should cover maximum surface area over the intended target to maximize tightening and effect more noticeable changes. Furthermore, every patient is different, and the areas of additional and final passes should be customized to each patient's individual condition and needs," he cautioned.

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With participation in 24 of the scientific sessions at the ASLMS Annual Meeting, Thermage continues to receive enthusiastic response at major medical meetings held in the United States and Canada to its non-invasive approach to tissue tightening. Thermage's clinical science advancements have been presented at recent annual meetings of the American Academy of Dermatology, the American Society of Aesthetic Plastic Surgery, and the Florida Society of Dermatology and Dermatologic Surgery.

Bob Byrnes, Thermage's CEO, notes: "We are very pleased with physician contributions to the growing scientific evidence that Thermage is the only non-surgical procedure proven to significantly tighten lax tissue. We are confident that the launch of our enhanced treatment algorithm will further facilitate the safe and effective use of this powerful and promising technology."

Thermage was founded in 1996 to build a foundation of patents and technologies based on the hypothesis that radiofrequency energy could be used to achieve a desired cosmetic or therapeutic effect on the skin, without damaging the epidermis. The Company's headquarters are located in Hayward, California in the center of the technology triangle between Silicon Valley, San Francisco and Oakland. Over 50,000 procedures have been performed worldwide since the product was launched in September 2002.

For more information about Thermage® and its ThermoCool™ system, or to locate doctors using this proprietary radiofrequency technology, log on to www.thermage.com.

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