



*For more information, contact:
Nadine Tosk at (504) 483-6957; or
nadinepr@bellsouth.net*

News Release

Positive Outcomes and Patient Satisfaction Soar with New Thermage® Treatment Guidelines

Plastic Surgeons at Medical Meeting Embrace Tissue Tightening Procedure for Not-So-Extreme Makeover Patients

Hayward, Calif. - October 11, 2004 - Thermage®, Inc. reports that in the past nine months since the Company introduced new treatment guidelines for its popular radiofrequency skin tightening and contouring procedure, predictability of efficacy and patient satisfaction have risen dramatically while boosting its already impressive safety record and greatly reducing the pain of treatment.

The findings were presented by leading plastic surgeon Charles Hughes III, MD, FACS, at the American Society for Plastic Surgery Annual Meeting from October 9-12, 2004, in Philadelphia, PA. Speaking to colleagues, the Director of the Indianapolis Institute for Plastic Surgery shared his most recent research showing that the Thermage procedure's new multiple-pass treatment algorithm using moderate treatment settings, combined with the use of its advanced "fast" treatment tip technology, improved both the degree and predictability of results, increased overall patient comfort, and further reduced the rare risk of idiosyncratic side effects.

The updated treatment algorithm recommends treating to a clinical end-point of immediate visible improvement of skin tightening and contouring. The guidelines also advise against the use of pain blocking techniques and encourage utilization of patient feedback on heat sensation to guide moderate treatment setting selection that is tolerable for most patients.

"With our growing expertise and ongoing clinical contributions, the Thermage Procedure has truly come of age among plastic surgeons," said Dr. Hughes. "While not a substitute for surgery, our experience using Thermage for more than two years has shown it to be safe and effective, provided the patient has realistic expectations of treatment results. Patient inquiries on this procedure continue to mount and Thermage has helped expand my patient base and increase both my non-invasive and surgical patient volume."

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Dr. Hughes recalled that "in the past, we used to see patients who complained about moderate facial skin laxity but weren't ready for a facelift, or couldn't afford the expense, or didn't want a three-week recovery period. Now, we can offer patients who prefer a non-invasive alternative and are satisfied with a moderate improvement a Thermage treatment and they are delighted. I also combine Thermage post-operatively on patients who have loose skin after facial liposuction with wonderful results."

Dr. Hughes apprised attendees that rare reports of tissue depressions following Thermage treatment are now even less likely to occur due to proactive efforts by the manufacturer to educate and train physicians on the current treatment guidelines. In fact, in over two years of personal clinical experience, Dr. Hughes reported that none of his patients experienced this type of side effect. He also noted "any risk with Thermage is low compared to many other common cosmetic procedures. Liposuction, a procedure we all consider quite safe, has a much higher rate of contour irregularities than what has been seen with Thermage."

Thermage commercially launched the ThermoCool™ System for tightening skin in July 2002 and now has over 1,200 systems installed worldwide. The ThermoCool System recently received FDA clearance for facial treatment, adding to the clearance obtained in November 2002 for treatment of periorbital wrinkles and rhytids.

About Thermage

Thermage is a leading medical device company that 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 ThermoCool System is currently installed in more than 1,200 dermatology, plastic surgery and other cosmetic surgery practices worldwide. 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 ThermoCool system, or to locate physicians using its exclusive radiofrequency technology, log on to www.thermage.com.

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