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News Release

Thermage® ThermaCool TC™ Captures "Best of What's New" Award from Popular Science Magazine

Hayward, Calif - November 24, 2003. The Thermage® ThermaCool TC™ system was selected to receive the 2003 "Best of What's New" (BOWN) Award in the Personal Health category by Popular Science. Each year, the magazine's editors examine thousands of new products and discoveries and honor the 100 most important achievements in science and technology in 12 categories.

Using an advanced form of radiofrequency (RF) technology, ThermaCool is the first non-ablative device that tightens and lifts loose skin tissue without surgery. The procedure works by heating and immediately tightening deep structures of existing collagen, while protecting the skin surface with cooling. This creates a natural growth of new collagen fibers, the most abundant protein in the dermis, to help firm skin and smooth wrinkles over time.

November was a banner month for Thermage, which also learned that landmark research to evaluate the cutaneous effects of the ThermaCool radiofrequency-based device was accepted for publication in the peer-reviewed journal, Archives of Dermatology. The pilot study, entitled "Histological and Ultrastructural Evaluation of the Effects of a Radio-Frequency-Based Non-Ablative Dermal Remodeling Device," proved that Thermage technology causes immediate tightening of the collagen fibers that form the foundation of skin, an effect not seen with non-ablative laser devices.

While alternative technologies, i.e. non-ablative laser and light-based systems for wrinkle reduction are available, the clinical results have been less than impressive. Further, there have been few published reports discussing their mechanism of action.

According to lead researcher Brian Zelickson, MD, collagen fibrils are strands bundled like a twine of rope. When heated, the strands get shorter in length, wider in diameter and lose their distinct borders. In the pilot study, researchers detected morphological alterations of collagen fibrils that went as deep as 5 mm or one quarter of an inch following Thermage treatment. Additionally, tissue analysis was performed that showed the genes were stimulated and gearing up to produce new collagen. This was evident at the cellular level by an increase in collagen type I mRNA production.

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"Our findings establish for the first time that collagen fibril contraction occurs immediately after a non-ablative Thermage treatment, giving rise to deep tissue tightening and thermally mediated wounding," said Dr. Zelickson, who is an assistant professor in the department of dermatology, University of Minnesota in Minneapolis. "These small wounds in the dermis then set up a wound healing response, which leads to new collagen production and skin tightening. Moreover, we believe this mechanism of action is exclusive to the technology's ability to thermally affect the depth and volume of tissue," he noted.

To make sense of the collagen changes observed in this study, the researchers used calculations from animal tendon models to substantiate the amount of brow elevation that was seen in the Thermage multi-center clinical study.

Dr. Zelickson explained: "If the percentage of shrinkage to collagen damage we observed in our human tissue samples holds in 'live' skin, then a tissue contraction of 3.5% might be seen clinically. If we translate this to a patient procedure, then Thermage treatment of a forehead 6 cm high would produce a 2 mm contraction or lift in the eyebrow, which has been demonstrated in patient studies."

About BOWN

The primary criterion for "Best of What's New" Award winners, according to Popular Science, is that "each innovation must represent a significant step forward and make a positive difference in our lives." With this accolade, Thermage is recognized as a breakthrough technology for treating aging and sun-damaged skin. This year's winners were announced at a November 7 ceremony in New York City and will be featured in the December 2003 issue of the magazine.

About Thermage

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 middle of the technology triangle between Silicon Valley, San Francisco and Oakland.

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

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