



News Release

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THERMAGE® INTRODUCES NEW EYE AREA PROCEDURE AT THE AMERICAN SOCIETY FOR LASER MEDICINE AND SURGERY MEETING IN BOSTON

- New Non-invasive Procedure Reduces Hooding and Softens Fine Lines and Crow's Feet -

BOSTON, April 6, 2006 — Thermage® introduces *Eyes by Thermage™*, a non-invasive eye area procedure, at the American Society for Laser Medicine and Surgery (ASLMS) Annual Meeting in Boston (booth #309). This new procedure allows physicians to reduce hooding, improve texture, tone and smoothness of the eye area, and soften fine lines and crow's feet.

Patients treated in a multi-center study with *Eyes by Thermage* were satisfied with the procedure overall. They experienced minimal discomfort during the procedure and reported smoother, tighter skin, "brighter" eyes, and easier make-up application.

"This new treatment represents a safe, new and unique option for eyelid rejuvenation," said Brian Biesman, M.D. "Aging causes wrinkling and sagging of the delicate eyelid skin. The majority of patients studied reported improvement in their appearance, ranging from subtle to dramatic."

According to a recent independent survey of 2,000 patients willing to consider cosmetic procedures, 57 percent of women are interested in a cosmetic procedure that reduces lines, wrinkles, crow's feet, and bags around the eyes.

"Patients are always looking for ways to treat eyelid aging," said Jean Carruthers, M.D. "Thermage continues to identify unmet patient needs and responds by creating innovative solutions to address these needs. *Eyes by Thermage* is one example of the company's commitment to provide physicians the tools needed to meet patient demand."

As part of the *Eyes by Thermage* launch, Thermage is also introducing the new 0.25cm² ST ThermaTip™ which allows clinicians to more effectively and safely treat the upper eyelid area. The 0.25cm² ST ThermaTip has a shallower heating profile and provides the smoothing and tightening effects that patients are looking for. The new tip is used in conjunction with a TC (medium) ThermaTip to provide the optimal treatment result for *Eyes by Thermage*.

"This most recent procedure introduction marks a new milestone in the history of Thermage," said Stephen J. Fanning, president and chief executive officer at Thermage. "*Eyes by Thermage* has already been introduced in Japan, Korea, Singapore, Mexico, Canada and Brazil with strong

enthusiasm and excitement from patients and the medical community. We are actively working to train clinicians on *Eyes by Thermage* and Thermage treatments for other parts of the body.”

Eyes by Thermage, like all *Body by Thermage*[™] procedures, uses a unique, deep-heating monopolar capacitive radiofrequency technology to stimulate and tighten existing collagen as well as activate new collagen growth. Patients benefit from a single treatment with no downtime. Results are subtle and improve over time as new collagen forms.

Eyes by Thermage is one of a suite of procedures that the company is introducing under the *Body by Thermage* brand. *Body by Thermage* was announced in January when the company received FDA clearance for the non-invasive treatment of wrinkles and rhytids, enabling the support of physicians when treating beyond the face. The company is continuing to expand the applications of *Body by Thermage* to include the non-invasive tightening and contouring treatments for the arms, thighs, buttocks, abdomen, legs, and hands.

As Thermage develops guidelines for treatment of specific body parts, the company is hosting clinician presentations on expanded uses of the Thermage technology and a series of educational forums, webinars and workshops. At ASLMS, Thermage is hosting the first in a series of educational symposiums on *Body by Thermage*, where physicians will present and discuss their uses for off-face Thermage procedures. **The meeting will be held on April 7, 2006 from 7:30 to 9:30 p.m. at the Sheraton Boston Hotel.** Speakers include Tinny Ho, M.D.; Hector Leal, M.D.; Ava T. Shamban, M.D.; Virginia T. Stevens, M.D.; and Robert A. Weiss, M.D. The panel will be moderated by Jeffrey S. Dover, M.D., F.R.C.P.C.

About Thermage

Located in Hayward, Calif., Thermage, Inc. is a medical device company dedicated to the development of unique capacitive radio frequency technologies. Its science and technology provide the first non-invasive procedure to tighten and contour skin, greatly expanding the aesthetic applications physicians can offer to the booming "anti-aging" market. Its flagship ThermoCool system is available in over 60 countries. To date, more than 190,000 patients have been treated with Thermage and approximately 2,000 dermatologists, plastic surgeons and other cosmetic physicians are using the Thermage procedure worldwide. For more information about Thermage, log on to www.thermage.com.

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