

MARIE HELVIN STOPS THE SIGNS OF AGEING AND STARTS A SKIN CARE REVOLUTION IN MANCHESTER

New innovative technology brings professional clinical results to the home

Tel Aviv, Israel – October 23, 2008 -- Marie Helvin, the original Eighties supermodel, is bringing Manchester to a halt with a protest against the telltale signs of ageing and the launch of the STOP™, the latest innovation in skincare which puts professional technology in the hands of consumers.

Launching a new hand held device which enables women and men of all ages tighten loose skin and boost collagen levels, Marie made an appearance at Selfridges in Manchester's Exchange Square to encourage shoppers to turn back the hands of time with STOP™.

At the Manchester STOP™ launch Marie took part in a glamorous photo shoot then took time to talk to Selfridge's VIP customers about her experiences with STOP™. The Manchester launch follows the London launch at Selfridges in Oxford Street in September where Marie took over the window display and literally stopped traffic.

Speaking at the Manchester launch, Marie says "We are constantly driven to believe that women should look a set age or be a certain body size which is fuelling an obsession with ever more dramatic and invasive steps. However, now, for the first time ever, women can feel great about the skin they're in with a non-invasive treatment which offers professional clinical results to STOP™ the signs of ageing from the comfort of home".

She continues "Women are now looking great in their thirties, forties, fifties and above. With the migration of professional TriPollar(TM) technology into a home device now Europe has a product that is truly effective to firm skin and boost collagen renewal without a syringe or scalpel in sight."

The innovative STOP™ is first to market in offering professional TriPollar™ technology in a home device. The sleek hand held product works by emitting four low power RF beams deep into the dermis much like a laser lens focuses its light. Heating the deep dermal layer from within to the optimal clinical point stimulate dermal activity to tighten collagen fibres and increase new collagen production. This leads the skin to become tighter, more supple, with significant reduction in the appearance of fine lines and wrinkles. Clinical tests after applying the device 2-3 times a week for 6-8 consecutive weeks have shown up to 50% increase in dermal thickness, meaning making the skin younger by up to 10 years. .

STOP™ is the first product from TriPollar™ technology creators, Ultragen Ltd, a company that aims to bring professional aesthetic products to the home market. Sister company, Pollagen Ltd, already supplies professional skin tightening and firming systems using TriPollar™ in the form of apollo and regen machines in over 50 countries worldwide including the London Dermatology Centre and Harley Street's Body and Face Place.

Renowned anti-ageing expert, Dr Ghislaine Beilin (M.D. France), reported the results of a recent clinical test using the STOP™ device carried out on a group of women aged 37 plus. "Immediately after the first treatment we measured an 86% improvement in periorbital wrinkles and 76% improvement in perioral wrinkles". In vitro clinical results on skin biopsies performed by the Société de Recherche GREDECO in collaboration with researchers from the Hôpital Pitié-Salpêtrière, Paris showed the production of new dermal collagen by more

than 40% after single 5 minutes STOP™ treatment. She continued “Professional “TriPollar™ technology has proven to be an effective solution for collagen renewal leading to tightening the skin and erasing wrinkles and fine lines. Migrating the same technology to a device that can be used in the home will enable more consumers to access effective anti-ageing treatments.”

Founder of Ultragen Ltd, Dr Zion Azar said, “We are delighted to launch STOP™, the first skincare product which offers consumers professional clinically-proven technology in Europe. The London launch has shown that there is high consumer demand for the product and signing Marie Helvin, the original iconic supermodel has helped grow awareness for the product in a very short time with our target market.

We are delighted to bring Marie to customers in Manchester to hear her experience of using the product.”

The STOP™ product is currently on sale in the UK at Selfridges and Harvey Nichols and in France at Comptoir de l'Homme, Dessange, Darty and selected pharmacies.

For further information or interview opportunities with Marie Helvin or independent skin specialists' contact:

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For more information on STOP™ visit www.stop-age.com or www.tripollar.com

About Ultragen™ Ltd.

Ultragen™ Ltd, a sister company to Pollogen™ Ltd, was established in 2007 to bring TriPollar™ RF technology to the consumer with products that offer professional treatments and results in the comfort of the home environment.

Marie Helvin

Marie Helvin is often referred to as one of most beautiful women of our time and voted one of the top 30 supermodels of all time by Channel 5.

She was named as “the face of the Seventies” and appeared on the cover of Vogue a record of a dozen times. Many of her most memorable images, now classics were taken by fashion photographer, David Bailey. Marie has published two books, made a health and fitness video and works as a TV presenter. Now in her fifties, she is still a working model and fashion/beauty industry commentator.