

Marie Helvin Stops The Signs Of Ageing And Starts A Skin Care Revolution

New innovative technology brings professional clinical results to the home

Tel Aviv, Israel – September 15, 2008 – Marie Helvin, the original Eighties supermodel, brought London's Oxford Street to halt last Thursday with a protest against the telltale signs of ageing at the launch of the STOP™, latest innovation in anti-ageing skincare measures which puts professional TriPollar™ technology in the hands of consumers.

Taking to the window of Selfridges, to launch the device, Marie kicked off an alternative to London Fashion Week - London Skin Week, an event which enables women and men over thirty years old to change their skin as easily as they change their clothes. In her case, a Maria Grachvogel gown.

"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", says Marie.

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

Marie launched the STOP™ London Skin Week event from a dramatic window scheme adorned with Gothic clock reversing time and urged shoppers to take the power to erase fine lines and wrinkles into their own hands. Following Marie's appearance a team of models all in their forties was taken to the window to give demonstrations on how to turn back the hands of time with STOP™, the clinical skin renewal device.

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 beams deep into the dermis much like a laser lens focuses its light. The clinical effect occurs by stimulating dermal activity to tighten collagen fibres and increase neo collagen production. This leads the skin to become tighter, more supple, with significant reduction in the appearance of fine lines and wrinkles. Clinical tests for the device have shown up to 50% increase in dermal thickening; consequently making the skin 10 years younger..

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, Pollogen 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), comments that "TriPollar™ technology has proven to be an effective solution for tightening 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."

The STOP™ product has launched in the UK exclusively through Selfridges during September followed by Harvey Nichols in October. The product will also be launching in France in October.

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

STOP™ is priced £396.00 (RRP) and available exclusively at Selfridges throughout September followed by Harvey Nichols and other leading beauty retailers

STOP™ is the latest anti-ageing device from Ultragen, leaders in radio frequency technology, and is the first product for the home market offering patent pending TriPollar™ technology made for consumers.

About TriPollar™

TriPollar™ RF technology was developed by Pollogen Ltd in 2006 to offer professional aesthetic systems to medical and aesthetic clinics. The company distributes to over 50 countries globally. TriPollar™ Radio Frequency is the integral technology behind regen™ and apollo™ machines which provide fat reduction, body contouring, and face firming treatments

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.