

TriPollar™ technology makes first move into home beauty market STOP™ clinical skin renewal device starts a home skin care revolution

Tel Aviv, Israel -- 27th August 2008 -- The creators of TriPollar™ technology are launching into the home beauty market with an innovative clinical skin renewal device, named STOP™ which offers the latest professional aesthetic technology to consumers and is set to start a skin care revolution across Europe.

The STOP™, a hand held skin renewal device, aimed primarily at the females segment, launches in the UK's most prestigious department stores: Selfridges at the start of September, followed by Harvey Nichols in October. The device, which enables consumers to treat aging skin on the face, neck and hand area with TriPollar energy adjusted for home use to tighten skin and boost collagen levels is the first product to market which brings clinically proven TriPollar™ results to the home environment.

To date, TriPollar™ treatments have been available in the professional regen™ and apollo™ systems which provide fat reduction, body contouring, and non-surgical face lifting at medical-aesthetic clinics. The move to bring the same technology to the international home market with the launch of STOP™ makes creators, Ultragen Ltd pioneers of the growing trend to bring professional anti-ageing solutions to consumers.

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." Dr. Beilin has been working with TriPollar systems since the inception into the international market.

Buying Manager for Selfridges Beauty, Christine Benson says, "We are delighted to launch STOP™ exclusively in all of our Selfridges Stores in September. Our customers expect us to be the first to market with the latest innovation in skin care and the assurance of clinical results will ensure that this is a strong seller over our Christmas trading period."

Hannah McInnes, Beauty buyer for Harvey Nichols says, "Harvey Nichols will be stocking STOP™ from October onwards. The STOP™ product is a natural addition to our beauty offering as an effective, luxury good which offers cutting-edge professional technology."

STOP™ will be marketed to consumers concerned with the appearance of ageing skin wishing to defeat the signs of time without turning to invasive surgery techniques. The product gives smoother, more radiant skin from the initial treatment with longer lasting effects delivered over a period of 4-6 weeks.

STOP™ has been created by, Ultragen Ltd, a company established in 2007 to market consumer products based on advanced professional technologies. Sister company Pollogen Ltd, the innovative company that developed TriPollar™ in 2006 and already supplies professional solutions to medical and aesthetic clinics in over 50 countries worldwide.

Pollogen and Ultragen were established by Dr. Zion Azar and Mr. Pini Shalev, who bring more than 15 years of industry experience. They previously founded and managed Radiancy® and PerfAction™, key players in the global professional aesthetics market. They introduced LHE™ systems to the medical aesthetics market over a decade ago, accelerating the skin care industry revolution worldwide.

Time for the clinical way.

Time to STOP™.

For more information about Pollogen and TriPollar technology please visit: www.pollogen.com and www.tripollar.com

For more information about STOP™ clinical skin renewal device please visit: www.stop-age.com

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