

## **Ultragen™ Ltd launches STOP™ clinical skin renewal device in France**

Tel-Aviv, Israel -- September 2, 2008 -- Ultragen Ltd, the home beauty innovators, launches STOP™, a skin renewal device to the French market in October in partnership with Logicom®.

The exclusive partnership introduces a hand held beauty device powered by TriPollar™, a technology which is currently used in the professional aesthetic industry. The launch of STOP™ will offer consumers in France the benefits of professional clinical results from a home device for the first time.

Logicom® will be responsible for overseeing retail partners and building long term business relationships for the launch of STOP™, the first product developed by Ultragen. Dr Zion Azar, founder of Ultragen Ltd and creator of TriPollar™ says, "The launch of STOP™ into the French market is a key part of Ultragen's vision to offer professional skin care for home use. Logicom® has already secured a 7 figure order for the STOP™ and we look forward to developing business in the region further."

STOP™ is aimed primarily at the female segment and offers clinical results for aging skin on the face, neck and hand area. It is the first product to market which is powered by TriPollar™ and has previously only been available in the professional aesthetic arena, in the regen™ and apollo™ systems. The product launches in the UK at prestigious department stores: Selfridges at the start of September, followed by Harvey Nichols in October.

Bernard Bessis, President of Logicom® says, "We are delighted to partner with Ultragen to offer the innovative STOP™ product to the French market. We have already secured major retailers to stock the STOP™ device which offers customers professional technology and proven clinical results. We look forward to developing our relationship with Ultragen to deliver success results for this unique product launch."

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.

Dr Dav Panacer, Medical director of the Skinmedics Clinic in Leicester, UK says 'My experience with TriPollar™ technology has been extremely positive. The treatment is effective, non-invasive and more importantly, it gives immediate results from the initial treatment. My clients at Skinmedics are very happy with their experience with TriPollar™ and I am very satisfied with the results. I look forward to seeing the development of the radio frequency technology into a home device, and will definitely be recommending it to all my clients.'

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.

Since 1998 Logicom® has been the equipment supplier for France Telecom and was selected to become a sole distributor of Sanyo Multimedia products in France. Logicom® focuses on mass-market segments in electronic consumers goods and

plans to implement long term business relationships with a few key customers (and suppliers) developing, over time, mutually beneficial strategic partnerships.

**Time for the clinical way.**

**Time to STOP™.**

For more information about Pollogen and TriPollar technology please visit:

[www.pollogen.com](http://www.pollogen.com) and [www.tripollar.com](http://www.tripollar.com)

For more information about STOP™ clinical skin renewal device please visit:

[www.stop-age.com](http://www.stop-age.com)

For more information about Logicom® France please visit: [www.logicom-europe.com](http://www.logicom-europe.com)

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