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For: Spa & Resort/Medical Spa Expo and Conference

FOR IMMEDIATE RELEASE

70 MORE REASONS TO ATTEND THE NEW YORK SPA & RESORT AND MEDICAL SPA EXPO AND CONFERENCE
- 2007 show offers abundance of innovations and ideas with first-time exhibitors -

NEW YORK – Adding 70 new exhibitors to the lineup, the New York Spa & Resort and Medical Spa Expo and Conference serves as the premier forum for inventive and original new manufacturers, products, treatments, and ideas that continue to improve and expand the spa and medical spa industry. Consistently showcasing new, cutting-edge exhibitors provides attendees with limitless opportunities for product and service information, and keeps dedicated spa and medical spa professionals at the forefront of change.

With a comprehensive array of new exhibitors debuting at this year's conference on September 8–10, 2007 at the Jacob Javits Center, attendees will find something new in every facet of the industry.

- **Allergan, Booth 419:** Allergan, a leading pharmaceutical and medical device company, carries an impressive portfolio of premier brands such as BOTOX® Cosmetic, dermal fillers Juvéderm, Cosmoderm/Cosmoplast, and the most potent antioxidant, Prevage MD.

- **Dermalogica, Booth 616:** Dermalogica's Thermal Body Therapy products include an exclusive blend of three Asian herbs, noted for their warming, antioxidant and soothing properties on the skin, that help relax muscles, assist in toxin elimination, relieve pain, and help product ingredients penetrate the skin.

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2007 NEW YORK NEW EXHIBITORS 2-2-2

- **Fraxel, Booth 302:** Fraxel Laser Treatments target aging and damaged skin by creating microscopic "wounds" within the targeted areas well beneath the skin's outermost layer, triggering the body's own natural production of new collagen and skin cells. Combining the impact of ablative lasers with the gentleness of non-ablative lasers, healing occurs so quickly that there is very little downtime for patients.
- **Intraceuticals, Booth 531:** Intraceuticals Facial Treatments, based on the principles of Topical Hyperbaric Oxygen, infuse pure oxygen into skin to energize, revitalize, and promote accelerated cell growth and a younger complexion. The new Opulence Course uses botanical brightening ingredients to restore moisture, help fight free radical activity and balance uneven skin pigmentation.
- **NewReality, Booth 659:** NewReality's cutting-edge NXTlynk system addresses the spa-goers' wellness goals for both the body and the mind. NXTlynk uses Creative Visualization and Relaxation (CVR) techniques to ease the mind into a relaxed mental state and provides guided training programs that cover topics such as stress reduction, pain management, weight loss, smoke cessation, golf mastery, and more.
- **Thermage, Inc., Booth 340:** Thermage's ThermoCool radiofrequency system is FDA-cleared for the non-invasive treatment of wrinkles and rhytids, and tightens skin and renews facial contours by delivering deep volumetric heat within the dermis and cooling protection to the epidermis.
- **3D Lashes, Booth 917:** As the industry leader in semi-permanent eyelash extensions, 3D Lashes offers the highest-quality products, services and training, including the patent-pending B5 bonding system training workshops. The lash extensions last up to 2 months, are weightless on the eyes and resistant to water, showering, perspiration, exercise, tears, swimming, and even sleeping.

2007 NEW YORK NEW EXHIBITORS 3-3-3

For complete descriptions of all the exhibitors at the 2007 New York Spa & Resort and Medical Spa Expo and Conference, at New York City's Jacob Javits Center, September 8–10, 2007, please visit www.spaandresortexpo.com or www.medispaexpo.com.

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EDITOR'S NOTE: For more information about the Spa & Resort and Medical Spa Expo and Conference, please call Pamela Wadler or Nancy Trent at 212-966-0024.