



LAVINIA BORCAU SKIN CARE FIRST TO OFFER ENDERMOLOGIE® TREATMENTS AMONG BOSTON-AREA SALONS

Endermologie® is the world's first technology to obtain market clearance from the FDA for the temporary reduction in the appearance of cellulite

BROOKLINE, Mass., Oct. 10, 2000 .

A Boston-area first, Lavinia Borcau Skin Care announced that it will immediately offer Endermologie® treatments for its customers to help them reduce the effects of cellulite. Previously only available at Boston-area medical facilities, Endermologie® is the world's first technology to obtain market clearance from the FDA for the temporary reduction in the appearance of cellulite.

Lavinia's technicians are certified to deliver this treatment to customers and will immediately offer the service. To celebrate this milestone, Lavinia will hold a demonstration for its clients on Tuesday, Oct. 10 from 6:30-9 p.m. At the event, clients will see firsthand the full benefits of Endermologie® treatments.

Cellulite appears on more than 90 percent of women and is caused by a result of poor microcirculation. This causes fluid build up and a reorganization of adipocytes into micro- and macronodules, thus enlarging the size of the fat lobes.

Endermologie® is the world's leading technique to temporarily reduce the appearance of cellulite. Endermologie® smooths the interface between the dermis and hypodermis. The process is safe, painless and effective, and generally will yield results within 14 treatments.

Endermologie® employs a CelluM6 therapeutic massager that mobilizes the subcutaneous connective tissue linked to the fluid systems and adipose tissue, temporarily reducing the appearance of cellulite. The CelluM6 is the only device with more than 10 years of experience and proven photographic results. The CelluM6 therapeutic massager provides feedback to the technician regarding the depth and intensity of the treatment. This feedback ensures that the customer's Endermologie® treatment is comfortable. There are different maneuvers, which will be performed over the entire body. Customers wear full body stockings during the treatments for privacy as well as comfort.

Endermologie® works best on generally healthy patients that are less than 30 pounds overweight with visible signs of cellulite. Program requirements are two 35-45 minute sessions per week. In addition to treatments, customers are encouraged to consume two liters of water daily, helping to flush fluids from the body.

Endermologie® is a registered trademark of LPG USA, Inc. and can be performed only by LPG Certified Endermologists with LPG therapeutic massagers.

Established in 1993, Lavinia Borcau Skin Care is a full-service skin care salon committed to employing the latest technology to better treat and nurture its clients' skin. Lavinia's experienced European estheticians personalize skin care treatments for all clients combining proven scientific approaches with Old World practices. Lavinia Borcau Skin Care is located in Brookline, Massachusetts on 29 Harvard Street and is open Monday through Saturday from 9 a.m. until 7 p.m.

For more information, please contact Lavinia Borcau Skin Care at 617-734-5523.