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FOR IMMEDIATE RELEASE

BODYFIRM Celebrates Two-year Anniversary

Portland's Most Experienced Endermologie Treatment Center Is Now Two Years Old

Portland, Ore.—September 28, 2004—BODYFIRM, Portland's most experienced Endermologie treatment center, today celebrated its two-year anniversary. The center, dedicated to helping its clients reduce cellulite, treated its first client on October 9, 2002.

“Our success over the last two years shows the value our clients get from complementing their workout and diet routines with Endermologie,” said Natalie Palmer, BODYFIRM president. “And now that we’re expanding our offerings with Dermosonic, we’re excited about the possibilities for the coming year.”

BODYFIRM offers Endermologie, a vacuum-massage technique that tightens skin and reduces cellulite. In fall 2004, the center introduced Dermosonic, a system that adds ultrasound to vacuum massage to break down fatty tissue in specific areas of the body.

Since its inception in 2002, BODYFIRM has also added Lift 6 Cosmecanique facial treatments and a variety of skin-care products.

About BODYFIRM

Founded in 2002, BODYFIRM is Portland's most experienced Endermologie treatment center. The company offers Endermologie, an FDA-cleared vacuum-massage technique that studies at the UCLA and Vanderbilt medical schools have shown tightens skin and reduces cellulite. In fall 2004, BODYFIRM introduced Dermosonic treatments as well. The Dermosonic method combines vacuum massage with low-level ultrasound, breaking up fatty tissue to aid the cellulite-reduction process.

For more information about BODYFIRM, visit www.bodyfirm.info or call 503-239-5780.