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FOR IMMEDIATE RELEASE**BODYFIRM Introduces Dermasonic Massage Treatment to Portland**

New treatment method breaks down fatty tissue, reduces cellulite

Portland, Ore.—September 14, 2004—BODYFIRM, Portland’s most experienced Endermologie treatment center, today announced that it will offer treatments using the new Dermasonic treatment method. The new technology combines low-level ultrasound with vacuum massage to break down fatty tissue and reduce cellulite.

“Dermasonic gives us a complete package to help our clients supplement their workout regimens,” said Natalie Palmer, BODYFIRM president. “Now we can offer Endermologie treatments to clients who need overall body work, Dermasonic to clients who want to target specific areas—and both for clients who want the complete package.”

The Dermasonic system targets specific areas of the body where cellulite may reside. The ultrasound works to break down fatty tissue, which the vacuum massage then pushes into the bloodstream—thus tightening the skin and reducing cellulite.

The Dermasonic technique has also been shown to make liposuction procedures more effective for patients who receive treatments before surgery. These patients also recover more quickly when they use the technique after surgery.

Dermasonic works best for clients who work out regularly and eat a healthy diet. Many clients see results after just a few sessions, while others may require as many as 12 treatments in a six-week period before seeing results. After the initial treatment period, BODYFIRM recommends a monthly maintenance session.

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 began offering Dermasonic treatments as well. The Dermasonic 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.

