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IntuiSkin Announces New U.S. Flagship Locations **Iatria, Natura, San Diego Beauty Academy & Fearington Plastic Surgery Honored**

Durham, NC IntuiSkin, provider of a variety of innovative, technology-based skincare systems, products and services and wholly owned subsidiary of the MEMSCAP group, announces the launch of its first USA flagship locations for its IOMA Concepts. The very first IntuiSkin flagship locations include the Iatria Spa and Health Center in Raleigh, NC, Fearington Plastic Surgery in Raleigh, NC, Natura Medspa in Parkland, FL and San Diego Beauty Academy in Poway, CA.

According to Erika Mangrum, IntuiSkin's Managing Director of U.S. Business Development, "Our hand selected flagship locations include thought leaders who are widely recognized in the professional skincare industry for their respected expertise and specialized practices. IntuiSkin is placed in well-respected dermatology practices, aesthetic centers, medical spas, plastic surgery offices and specialized skincare schools. IntuiSkin flagships are important to our future because they will provide us with a close link between the development of IntuiSkin services, products and their practical use at a site for future product and software releases. The software updates will be provided at no cost to these users. IntuiSkin flagship locations will be closely monitored while being offered special new advantages and benefits to successfully help lead us into the future."

For example, Iatria Spa and Health Center recruited an on-site Medical Director — Sandra Fearington, M.D. of Fearington Plastic Surgery in Raleigh, NC to specialize in professional IntuiSkin products and services. According to Dr. Fearington, "When Fearington Plastic Surgery relocated to the Iatria Spa and Health Center site, we chose to transition our practice from an exclusively surgical practice to one which offers a wider range of nonsurgical alternatives. We use the beneficial Skin Evidence Pro System to provide a critically important analysis of each individual client's skincare needs. We also offer the recommended IOMA Skincare products to address those specific needs."

New IntuiSkin technology provides actual measurements of a patient's skin condition and then stores the data for retrieval at a later date, allowing dermatologists and plastic surgeons to make recommendations for treatment and measure the effectiveness of that treatment over time. Dr. Fearington says, "Until now, photography was our primary source of skincare analysis and documentation, which is relatively subjective. The unique new IntuiSkin System provides objective data which is independent of the user. Our patients and clients know that they will directly benefit from the newest technology available for skincare analysis, which is now only available at the flagship locations, and a few select others in the U.S. We also have the unique opportunity to use the IntuiSkin technology to measure the effectiveness of our other services."

IntuiSkin flagships carry either the IOMA Esthetics line or the IOMA Derm line and incorporate an IOMA facial in their services.

According to Dr. Fearington, "The future of skincare analysis and treatment lies in noninvasive evidence-based technology. IntuiSkin now brings that to the United States."

For more information about IntuiSkin or for an IOMA Skincare product demonstration, call 800-272-5502, 919-314-2214 or visit www.IntuiSkin.com.

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