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CALIDORA SKIN CLINIC INTRODUCES DYSPORT, A BOTOX ALTERNATIVE FOR FACIAL LINES

Proven in Europe and recently out in the U.S., Calidora offers this effective treatment for moderate to severe facial lines

SEATTLE—July 27, 2009— In medical spas and cosmetic dermatology offices across the United States, BOTOX® is getting a new neighbor on clinic shelves. **DYSPORT®** (pronounced *dis-PORT*) has arrived, a well known product in Europe recently approved in the United States to treat frown lines and other conditions. In Seattle and Bellevue, Calidora Skin Clinic has incorporated this effective injection treatment alongside its already popular BOTOX® treatments, Chief Executive Officer Colette Courtion said.

“We’re delighted to bring yet another option in advanced anti-aging skin treatments to our clients,” Courtion said. “**DYSPORT®** has been a tried and true treatment in Europe since the early 1990s, and when it was recently approved by the Food and Drug Administration (FDA), our medical team was impressed by its efficacy in studies and seized the opportunity to offer it.”

Originally used in Europe to treat cervical dystonia (crooked neck from muscle spasm), **DYSPORT®** also gained use for the same cosmetic purposes as BOTOX®. **DYSPORT®** is very similar to Botox in that it is a botulinum toxin, but has a slightly different manufacturing process and a different molecular structure. Like BOTOX®, **DYSPORT®** is a neuromuscular blocking agent, domestically approved for the temporary improvement in the appearance of moderate to severe frown (glabellar) lines in patients 65 years of age or younger.

“In addition to the treatment of frown lines, Calidora will also provide injections of **DYSPORT®** to address the forehead, crow’s feet, and certain other muscles in the lower face, similar to the off-label uses of BOTOX®,” said Dr. Richard Baxter, Calidora’s Medical Director and an actively practicing board certified plastic surgeon. “Anecdotally, unlike BOTOX®, patients that have failed its treatment have responded to **DYSPORT®**, and there were no non-responders to **DYSPORT®** in the studies. The onset of **DYSPORT®** (24-48 hours) in studies also suggests it is faster-acting than BOTOX®, with a similar duration of effects, about three to four months.”

Although the cost per unit is less in **DYSPORT®** than BOTOX®, the units are different so costs cannot be compared on a unit-to-unit basis. However, **DYSPORT®** treatments are comparable to or less than the cost of BOTOX® for a given area. Known contra-indications of using **DYSPORT®** include pregnant and nursing women, those with neuromuscular conditions, or those with an allergy to cow’s milk protein.

Calidora Skin Clinic is a five-year-old medically based skin clinic operating seven locations: four in Western Washington and three in Southern California. Its advanced medical aesthetic treatments and products target the affluent consumer with laser and light therapies (for hair removal, wrinkle reduction, acne, vascular, fat and cellulite reduction and sun and age spot removal), to injection treatments and dermal fillers, and chemical peels. Calidora was founded in 2004 by Colette Courtion, former head of Starbucks’ value and customer loyalty programs. Courtion’s personal search for first-class, comprehensive skin care compelled her to pursue this customer-first, results-oriented opportunity. For more information about **DYSPORT®**, please contact Megan Bassetti at mbassetti@calidora.com or 206.905.2006, or visit www.Calidora.com

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