

DALLAS, TX, October 13, 2013 **/24-7PressRelease/** -- This program has been established to organize leading physicians dedicated to the development and transfer of clinical information directly from physician to physician pertaining to the uses of ThermiRF for MICRO-Invasive Temperature Controlled Radio Frequency technology.

Paul Herchman, CEO of ThermiAesthetics says, "It has been our vision to establish a functional network of physicians who have purchased the ThermiRF technology, are interested in offering the latest MICRO-invasive temperature controlled techniques and are dedicated and willing to collaborate in an open scientific and clinical discussion with their peers." Brian Kinney, MD, Board Certified in Plastic Surgeon has served as the Chairman of the ThermiAesthetics Clinical Advisory Board since December 2013. Dr. Kinney states "I chose to become involved with ThermiAesthetics because of their commitment to be a clinically driven company, heavily influenced by physicians knowledge and input. After a year I am happy to report that ThermiAesthetics is partnering with physicians who (1) share our belief that physicians teaching physicians is the best format for technology and procedural information to be developed and shared with their peers, (2) who enjoy sharing their knowledge with their peers and (3) have the experience, staff and motivation to help provide guidance and education for the safe and effective use of the ThermiRF technology platform."

The Clinical Advisory Council continues to conduct monthly calls with the Clinical Advisory Council members entitled "Ask Dr. Kinney." The purpose of these calls is to allow clinicians to have an organized open discussion forum regarding their clinical experiences with the ThermiRF Temperature Controlled RF technology. Dr. Kinney continues, "Historically, the existence of physician collaboration platforms has proven to be an effective way to allow physicians to formulate the effective and safe use of medical technology. Physician-to-physician discussions about medical procedures are a preferred method by which most medical doctors wish to obtain their knowledge. Dr. Kinney goes on to say, "In today's tough regulatory environment, challenging economic times and competitive markets it is very difficult for knowledgeable practicing physicians to actually take the time to share experiences with their peers. Also by allowing visiting physicians to observe actual MICRO-invasive procedures in Clinical Advisory Council member offices, physicians are able to ask and answer questions in "real-time" about ThermiRF MICRO-invasive procedures and its processes without having to travel long distances. We believe that transferring information via physician-to-physician is vital to empowering the doctor to make educated decisions about technology, assist in advancing techniques and help deliver the best patient care possible.

In closing Kevin O'Brien, President and Chief Operating Officer states, "Over the past year we have been in a pre-commercial launch stage to develop and introduce ThermiRF in the United States and internationally. ThermiAesthetics' first product the ThermiRF is currently FDA approved to create lesions in nerves allowing physicians to perform the MICRO-Invasive ThermiRase procedure for patients who are searching for a toxin free neuromodulation option. Physicians are utilizing the ThermiRF as alternative to injectable neurotoxins such as Botox™

and Dysport™ to reduce the function of nerves responsible for muscle contractions. We have filed an application with the FDA for an upgraded version of the device, which will also include soft tissue coagulation and hope to get clearance soon.

The ThermiRF system is also approved for sale in Canada and Canadian physicians are utilizing it for the following procedures;

ThermiRF MICRO-Invasive Treatments

ThermiRase to reduce the function of nerves responsible for muscle contractions on the forehead

ThermiLift for sub-dermal heating to lift, tighten and rejuvenate the lower face and neck

ThermiTight for sub-dermal heating to lift, tighten and rejuvenate the abdomen, arms and other body areas, and for cellulite

ThermiDry for patients who suffer from excessive sweating or hyperhidrosis

ThermiRF Non-Invasive Treatments

ThermiSmooth for wrinkles

Thermi-VA for reducing vaginal laxity

Physicians' wishing to observe ThermiRF MICRO-Invasive procedures at one of the Clinical

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Advisory Council meetings should contact info@thermi.com or call (866) 981-5017 or visit www.thermi.com for further information.

About ThermiAesthetics;

The ThermiAesthetics flagship product is the ThermiRF Temperature Controlled Radio Frequency Generator System. The ThermiRF device is designed for the MICRO-invasive ablation and coagulation of nervous and sub-dermal soft tissue, as well as the non-invasive treatment of skin laxity and wrinkles. ThermiRF is a platform technology, which may be configured for multiple applications in the aesthetic medical marketplace.

ThermiRF features a unique temperature-control feature, and uses proprietary hand pieces, which are designed for specific medical applications. These include a variety of disposable RF electrodes and cannulas, and reusable non-invasive hand pieces. ThermiRF is an advanced technology using finely controlled thermal energy. It is a multi-use platform, which promotes increased patient safety, comfort and clinical effectiveness, while providing versatile solutions for physicians serving the aesthetic market with minimally invasive and non-invasive procedures. Minimally invasive procedures are defined as those, which require minor incisions under the skin, and typically offer reduced downtime and lower risk of complications than traditional surgery.

The management team at Thermi Aesthetics is committed to building a platform of growth and a value opportunity for its members, Clinical Advisory Council, employees, customers and other partners. ThermiAesthetics marks the reuniting of Paul Herchman and Kevin O'Brien, who together in 1989 founded, developed and operated Medical Alliance, Inc., a nationwide pioneer in mobile surgical and aesthetic technology services. Under Herchman and O'Brien's leadership, Medical Alliance, Inc. was designated as the 7th fastest growing private company by the Dallas 100 awards sponsored by the SMU Cox School of Business, and in 1994 was named by Inc. magazine as the 317th fastest growing private company in the United States. In 1996, MAI completed its IPO in an offering underwritten by Bear Stearns, was listed on NASDAQ as MAI, and at the end of 2000, the Company was sold to ICN Pharmaceuticals, Inc.

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