

Isolagen Announces Full Facial Self Rejuvenation Treatment

Submitted by: Max Clifford Associates

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Isolagen Europe Ltd has today announced a new method for full facial treatment of lines and wrinkles.

Isolagen is the ground breaking anti-ageing treatment that uses a patients own cells to repair and rejuvenate the skin. Based on the premise that the body is able to heal itself, Isolagen enables the body to increase its own collagen production by re-introducing collagen cells to specific areas. These cells continue to stimulate collagen production in the injected areas, smoothing out lines and wrinkles and repairing scarred areas of the skin.

The Isolagen method for full facial self-rejuvenation involves placing a patient's own collagen producing cells around the entire facial area. Physicians participating in the initial patient treatments have observed improvements in elasticity and texture of facial skin. In addition, they have observed a decrease in the appearance of sagging skin as well as improvements around the eyes and mouth.

'This is a major breakthrough in treatment options for patients,' comments London based plastic surgeon Dr Peter Ashby, 'For the first time I can safely and effectively treat the entire face of the patient: eyes, mouth forehead and cheeks. The results that I have seen to date are remarkable.'

'Isolagen patients have been asking for a natural and safe method to treat the entire face to battle the signs of ageing,' said Robert Sexauer, Vice President of Corporate Development for Isolagen Europe, Ltd. 'Isolagen has again demonstrated its leadership position as a pioneering company dedicated to developing safe, effective self rejuvenating solutions for physicians and patients. Not only has Isolagen created a new category in the market: Self-Rejuvenation, it has also put competitors who market synthetic injectables on notice. Consumers want safe and natural products. Using your own skin cells to treat the signs of ageing is the natural treatment option. What could be more natural than your own cells?'

Since its launch in the UK in 2001, Isolagen has received resounding endorsement from surgeons, patients and medical bodies and demand is growing at an increasing rate. To date there are over 200 doctors offering Isolagen treatment throughout the UK and Ireland and 4000 patients have received treatment.

The new full facial treatment method will be offered to patients in the UK from March 2005

About the Isolagen Treatment:

A small skin sample is taken from behind the patient's ear. This then sent to the Isolagen laboratory where the collagen producing cells (fibroblasts) are grown to large numbers. During this time the cells are carefully monitored by a state of the art computerised system, and after an eight to ten week period (the optimum growth time) the cells are re-injected into the patient's skin. To achieve optimum results, three sets of injections are given at two week intervals in the area to be treated.

The full face procedure costs £5000 for a skin sample and injections. The standard Isolagen treatment costs £3500 for a skin sample and a course of 2 injections. Patients can also arrange for Isolagen to store their cells for future treatments at a cost of £235 per annum.

About Isolagen Europe Ltd:

Isolagen Europe is a wholly owned subsidiary of Isolagen Technologies, Inc. (AMEX: ILE). The company was formed in London in 2001. The US company, Isolagen, Inc. was founded in 1995 in Houston, Texas and has become an emerging force in biotechnology by specialising in the development and commercialisation of its Autologous Cellular System (ACS).

Isolagen specialises in the development and commercialisation of autologous cellular therapies for soft and hard tissue regeneration.

Isolagen Europe has a state of the art 10,000ft manufacturing facility in North West London. The facility contains extensive clean room areas for processing cells as well as a cryostorage plant to preserve patient's cells indefinitely. The company also has offices in Hammersmith, West London and employs 100 people in the UK. Isolagen's UK team includes highly experienced cell biologists and lab technicians including two top NASA scientists.

Isolagen are using current and new technologies to develop the very best in cellular manufacturing and strive to be the benchmark for cellular therapies in the UK. Isolagen has secured 5 patents and has 5 additional patents pending. The Isolagen Autologous Cellular System represents a breakthrough technology in the overall approach to cosmetic and medical therapy. Specifically, ACS has applications in cosmetic dermatology, cosmetic surgery, periodontal disease and reconstructive dentistry, amongst other therapies.

Isolagen's goal is to become the industry leader in the research, development and commercialisation of ACS tissue regeneration. Isolagen believes that for the first time, UK patients have the choice of using their own cells to grow new collagen. Their plan is to be the first and best in providing this new and exciting alternative to bovine collagen and other synthetic products.

Patients interested in treatment should call 0800 316 0055 for a list of surgeons in their area.

For additional information, please visit www.isolagen.co.uk

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