

## PRESS RELEASE



# NO MORE HAIRY SITUATIONS!

The first and only medically approved IPL hair removal device, certified for personal use at home, is now available in Australia. The **E-One** can be used day or night in any room of the house and conforms to the highest safety standards.

Using Intense Pulsed Light (IPL) hair removal technology, the **E-One** is easy to use, safe, convenient and more cost effective than countless trips to the beautician.

Managing Director of France Cosmetic Thierry Devisy said they were thrilled to bring the **E-One** to Australia especially as it was a finalist in the prestigious French Innovation of the Year Awards for 'Best Product of the Year' in 2007.

"With such a beautifully warm climate people don't want to have to constantly worry about hair removal, with the **E-One** you no longer have to. Enjoy professional results of smooth, supple, hair free skin whilst avoiding the mad rush to salon appointments," he said.

"Unlike most other professional IPL machines which require you to wait 2 to 4 weeks before being exposed to the sun, the **E-One's** innovative technology enables you to go in the sunshine whenever you wish, without risk of marks or scars due to hair removal - Of course we always recommend using sunscreen regardless of what method you use to remove hair.

“The **E-One** can also be used as frequently as the bulkier salon IPL machines, despite its small, convenient size. The revolutionary technology enables it to be safely used as often as you like.”

Developed and manufactured in France, the **E-One** is the only hair removal device for home use in the world with a medical grade CE certification and register at the Australian TGA for the treatment of excessive hair growth, meeting global consumer safety, health and environmental requirements and standards.

“The safety of your skin depends on several parameters; regulation, an even spread of light and the purity of the light produced during the flash. The patented technology of the **E-One** perfectly fulfills these requirements. Additionally the **E-One** cannot emit a flash if the user has not manually confirmed that they are wearing the protection glasses and the device won’t activate if it is not in direct contact with the skin,” Mr Devisy said.

The efficiency and safety of the **E-One** has been evaluated by clinical tests recognised under dermatological control in the laboratory DermExpert in France and has been manufactured with an ISO 13485 and ISO 9001 to ensure the highest sustainable quality.

Currently available in Lime Green, Dark Blue or Dark Pink, the **E-One** can be purchased online at [www.e-one.com.au](http://www.e-one.com.au) for RRP\$2,890.00 and payment and finance options are available.

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