

THE BODY ELEMENTS EXPERIENCE

Market Domination Attributed to Unsuspecting Brand Strategy

VIENNA, VA – April 9, 2007 -- Body Elements, LLC, Northern Virginia's first center exclusively dedicated to the practice of Endermologie[®], today confirms a dramatic increase in market share since the opening of its newest center six months ago, based in Reston, Va. Body Elements opened its flagship location near Tyson's Corner, Va., in July 2003 and has witnessed exponential growth in clientele in four years.

Body Elements, Vienna is owned by sisters Eva Swersey and Leslie Robertson, entrepreneurs who each left corporate technology positions to originally open the center. Eva and Leslie have witnessed an industry explosion in the Northern Virginia market since they opened their doors four years ago. However, despite an increasingly crowded segment of the beauty industry, they maintain a clear voice by maintaining a corporate culture that facilitates the personal and professional empowerment of women, from employees to clients. They refer to this as the "Body Elements Experience." This signature culture coupled with superior service and optimal results is the quintessence of the Body Elements Experience.

"We have gained tremendous satisfaction helping so many women with our services," said Robertson, the company's Chief Operating Officer. "There is nothing more gratifying than seeing women build self esteem and self confidence in their personal lives. We truly believe in what we call the Body Elements Experience."

Swersey, Body Elements' president, said the next logical step for the sisters is to develop a franchise program. "Having helped so many women in their personal lives, it was simple for us to take the next step of duplicating our business model through a franchise program, which we will roll out within the next few months."

Body Elements' first step in this process is the opening of the second location situated on Sunrise Valley Drive in Reston, Va. Swersey and Robertson have partnered with Lisa Bauer, a longtime professional for Fortune 500 companies focused on corporate training and consulting. Bauer, who originally was a client of Body Elements, Vienna, says: "Endermologie is the missing link for women and men who have not yet found the correct balance of exercise, nutrition and self-improvement."

"I've seen what Endermologie can do for people," Bauer said. "There is just no question Endermologie can be a key ingredient for gaining and maintaining a healthy lifestyle. I'm incredibly excited to be part of Body Elements and look forward to not only being part of the growth in this incredible company, but even more importantly with the positive impact I know we can have on people's lives ."

The opening of a second location is the company's initial step toward expanding Body Elements nationally. Body Elements' sole service is the practice of Endermologie, a technology that provides a comfortable, painless deep connective-tissue massage delivered by trained, certified Body Elements staff. This intensive technology offers both

cosmetic and therapeutic FDA-approved benefits, including increased circulation, increased lymphatic drainage, decreased soreness of muscles, and a reduction in the appearance of cellulite. After a series of treatments, many clientele note increased energy, and a slimmer, more contoured body.

For more information, call Leslie Robertson at 703.356.6601.