



### **For Immediate Release**

## **Blue Spark Technologies and Iontera Win Best Commercialization Award at Printed Electronics Europe Show**

### ***Printed battery technology powers innovative BIOBLISS wrinkle reducing cosmetic facial patches.***

Cleveland, OH and Providence, RI — April 3, 2014 — [Blue Spark Technologies](#) and [Iontera](#) announce that they have won the best commercialization award in printed electronics at the IDTechEX Printed Electronics Europe 2014 show.

Iontera is the developer of the innovative, new, BIOBLISS cosmetic wrinkle reducing patch. With proven clinical safety and efficacy in reducing the appearance of fine lines and wrinkles, BIOBLISS users have been amazed by the results reducing wrinkles on the forehead and the crow's feet area around the eyes. The BIOBLISS Patch operates using a micro-current process that gently pushes dermatologist-approved anti-wrinkle ingredients to the skin faster and more effectively than possible with a topical cream or lotion.

The BIOBLISS patch micro-current process is made possible through the use of conductive and printed materials along with Blue Spark's thin, flexible, printed battery technology. Both the printed materials and Blue Spark's printed batteries utilize high volume, roll-to-roll screen-printing processes for efficient manufacturing. The net result is a thin, flexible, disposable, micro-current delivery mechanism that conforms to the skin and is soft to the touch, which is the perfect application for printed electronics.

"Printed electronic technology was the key enabler to the soft, conformal qualities of the BIOBLISS patch," commented Iontera's CEO, Chris Hobson, "Blue Spark's printed batteries provide the quality, reliability, and flexibility needed for this ground breaking product."

John Gannon, Blue Spark President and CEO, notes: "The combination of Iontera's BIOBLISS micro current delivery system and Blue Spark's printed battery technology has resulted in great commercial success for the printed electronics industry. We are honored to be recognized by IDTechEx for this award."

### **Commercial Success**

BIOBLISS was originally launched in professional spas and salons. Following on that success, the product was picked up by high end US retailers [Bergdorf Goodman](#) and [Neiman Marcus](#). In January 2014 the product debuted to critical success on the [Home Shopping Network](#) TV outlet, selling out the forehead product in just twenty minutes. BIOBLISS is on track to be distributed by two additional major US retailers by mid-2014. Patches can also be ordered directly from the BIOBLISS website, [www.biobliss.com](http://www.biobliss.com)

### **About Iontera**

Iontera, Inc. is a developer of revolutionary cosmetic skin care treatments based on proprietary patch technology. The company has a heritage in the development of innovative transdermal drug delivery technologies and is applying this expertise to the cosmetic market under the BIOBLISS and Patchology brands. The company's products are clinically proven to deliver more active ingredients to the skin than topical treatments and are sold at leading retailers such as Bergdorf Goodman, Neiman Marcus, Cos Bar, Beauty Collection and online at [www.biobliss.com](http://www.biobliss.com) and [www.patchology.com](http://www.patchology.com). For more information visit [www.iontera.com](http://www.iontera.com).

### **About Blue Spark Technologies**

Blue Spark Technologies, Inc. is the leader in developing flexible, printed, "green," proprietary power source solutions for battery-powered printed electronic systems. The company was founded as Thin Battery Technologies in 2002 with patented technology and technical leadership from Energizer (Eveready Battery Company). Blue Spark customers include manufacturers, product designers, and integrators across multiple industries including: interactive packaging, RFID, pharmaceutical, powered smart cards, and novelty items. Users of products powered by Blue Spark batteries enjoy increased efficiency, greater convenience and portability, improved safety, lower manufacturing and assembly costs, higher profit margins, and greater environmental responsibility. For more information, visit [www.bluesparktechnologies.com](http://www.bluesparktechnologies.com) or call +1 440 249 5400. Follow us on Twitter at [www.twitter.com/bluesparktech](http://www.twitter.com/bluesparktech)

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### **Media Contacts:**

Iontera  
Ryan Mary Clark  
Behrman Communications  
Tel: +1-212-986-7000

Blue Spark Technologies  
Matt Ream  
Tel: +1 440 249 5400  
Email: [inquiry@bluesparktechnologies.com](mailto:inquiry@bluesparktechnologies.com)