AprilAge Inc.
Visualization software for face & body

For Immediate Release

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APRIL® Face Aging Software Launches for Mobile, Tablet and Kiosk

- Used in 25 countries for health, science and consumer education
- Aging results based on a statistical database of thousands of real people
- Creates personal experience to motivate change of risky lifestyle behaviors

Toronto, Canada (December 5, 2014) -- Aprilage Inc., the creator and distributor of the APRIL® Face Aging Software, today announced the release of APRIL® for mobile (iOS), tablet (iOS, Windows) and kiosk.   Like the laptop and online versions of APRIL®, users upload a photograph of their face to be "aged" using the proprietary APRIL® database.   Unlike simple morphing technology or artist's drawing, APRIL® shows how real people age based on gender, age and ethnicity.

Users also have the option of seeing how they will age naturally compared to aging with the effects of risky lifestyle behaviors that can lead to chronic diseases: if they smoke, put on weight or are obese, or have heavy sun exposure.   Aging results includes ages 7 to 70 and can show decade-by-decades changes in facial appearance.

"Seeing yourself get older in a matter of seconds can be a real eye-opening experience," said Alexandra Brown, CEO and Co-Founder of Aprilage. "The aging experience can be a dramatic look at your future and a powerful inspiration to change risky lifestyle behaviors.   Now, with our new mobile, tablet and self-operated touchscreen kiosk versions, the aging experience can become an effective and highly engaging addition to current health and lifestyle education in a very accessible way."

APRIL® Face Aging Software is used globally in health and wellness education, science centers, and by insurance companies and businesses to engage and inspire patients and consumers to healthier living. APRIL® has been cited in a number of independent, evidence-based research studies from around the world, often dealing with visualization and behaviour change to increase program success rates.   It is also used in 30 science center exhibits globally, including the Franklin Institute's "Giant Heart" exhibit in Philadelphia and the Israel Children's Museum Holon 's "Dialogue With Time" exhibit.   For employees, consumers and students in different locations around the world, APRIL®'s online version, AgeMe, provides a high-impact visual tool no matter where the user is located.

About Aprilage Inc. and the APRIL® Face Aging Software:
AprilAge develops face aging visualization software that shows people their "future self" and how risky lifestyle behaviors of today can affect how they will look as they age. Our software, APRIL®, is currently used by hundreds of health providers, insurers, science centers, and businesses in more than 25 countries as a high impact engagement tool for health and wellness education that motivates behavior change. APRIL® helps demonstrate to patients, clients and consumers the personal visual consequences of certain health and lifestyle factors (obesity, smoking and heavy sun exposure) to inspire a healthier future.