

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**ESCOBEDO SKIN CENTER IS PLEASED TO ANNOUNCE THE ARRIVAL OF
EVOLENCE®: A NEW GENERATION COLLAGEN-BASED FACIAL FILLER**

Austin, TX, February 23, 2009– Today, the Escobedo Skin Center announced it will implement the latest cosmetic fillers to enter the market—Evolence®, FDA approved for the correction of moderate to deep facial wrinkles and folds, such as the nasolabial folds.

Evolence® is a new advanced collagen based structural dermal filler, and a first of its kind product. As one of nature's most fundamental and abundant building blocks, collagen comprises up to 80% of the dermis and it helps maintain skin strength, structure and support. Collagen naturally breaks down as a person ages, leading to the appearance of wrinkles, lines and folds.

“I am excited to offer Evolence® to our patients,” said Dr. Michael Escobedo, of Escobedo Skin Center. “I use fillers such as Juvederm™, Restylane®, Radiesse®, Cosmoplast®, Captique®, Sculptra™, and Silicone in my practice. I love the versatility offered by Evolence®. The results are natural, smooth, and best of all, the patient experiences little to no swelling. Many of my patients stopped using collagen based products because they only lasted 3 months. Evolence® lasts up to six months, but additional studies indicate the results may last up to one year. In today's economy, this is a huge benefit. I refer to Evolence® as the ‘tonight’ filler. I am confident that the patient will experience little to no downtime for an evening out on the town.”

Evolence® uses a proprietary GLYMATRIX™ Technology to replace the body's lost collagen. Best of all, Evolence® does not require a test dose, and the results are dramatic and immediate. “I love the versatility and flexibility offered by all the amazing available dermal products on the market today. Evolence® enhances the results I have achieved in the past. Patients love it too!”, said Dr. Michael Escobedo.

About the Escobedo Skin Center and Michael Escobedo, M.D.:

The Escobedo Skin Center celebrates ten years of service to Central Texas and offers a variety of skin treatments, including Thermage™, Vaser Lipo™, BOTOX™, Restylane®, Perlane®, Evolence®™, Radiesse®, Sculptra™, Epilight™, Photofacial, and Juvéderm™ among others. Dr. Escobedo was one of the first to use Thermage®, Captique™, Photo Dynamic Therapy and IPL (intense pulsed light) to eradicate sun damaged skin, improve skin texture and reduce wrinkles. Dr. Escobedo's cosmetic and longevity practice is featured in the book about Austin's high-tech start-up companies: **From Waterloo to Silicone Hills: The Story of Austin.**

Michael Escobedo, M.D.
Escobedo Skin Center
Phone 512-347-9794
www.escobedoskincenter.com
www.dr1ipo512.com