

## Applisonix Enters Sales Phase

Rehovot, Israel – 10/5/2009 - Applisonix LTD (TASE: APLS), a developer of technological solutions for the aesthetic market, reports initial sales of several hundreds of thousands \$US, of the Selectif™, the first ultrasound hair removal device for the cosmetic market.

Applisonix recently exhibited in a top global cosmetic conference in Italy. “Interest in the company’s booth and in the innovative hair removal device was significant and impressive”, said Prof. Itzhak Peterburg, Applisonix Chairman, who visited the conference. “All the demo devices were purchased on site by distributors from different countries”.

The hair removal device for the professional market, developed by Applisonix, is the first that focuses ultrasound waves into the hair itself. This first device can remove hair from small and sensitive body areas, like: face and intimate areas, regardless of hair or skin color, without pain or side effects, and with no sun exposure restrictions.

Applisonix’ co-CEOs, Mr. Alon Goren and Mr. Uri Amir, said that in parallel to the initial sales all over the world, the company is developing another hair removal device for the professional market, targeting the larger body areas. “Our plan is to integrate the additional device as a modular option for the currently available solution, expanding treatment options. The integrated solution is expected to significantly increase revenues”.

Applisonix develops innovative technological solutions for the aesthetic market. The company received the Frost & Sullivan 2008 European Technology Innovation Award for the aesthetic market. Frost & Sullivan mentioned that “Applisonix technology has a huge market potential”.

### **For further information:**

USA:

Yossi Aloni – VP Marketing and Business Development

Applisonix Ltd.

[yaloni@applisonix.com](mailto:yaloni@applisonix.com)

+1 (858) 427-5279