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PRETTYCITY® ANNOUNCES MEDSPA MONTH

Month-long Campaign Educates American Women on the Changing Face of Skin Care While Offering \$99 Skin-Saving Treatments

Chicago, IL, (February 6, 2007) - May 2007 is MedSpa Month! This May, **PrettyCity®** (www.prettycity.com), the nation's leading on-line resource for all things beauty, launches **MedSpa Month**. This 31-day, skin-saving campaign is dedicated to educating women about the latest clinical advancements for stopping the clock, and offering these Medical Spa services at a hugely discounted price, just **\$99**, all May-long at the most respected Medical Spas around the country.

Participating Medical Spas in New York, Chicago, Los Angeles, Miami and other major markets soon to be announced will offer **\$99** services such as Photofacials, Laser Hair Removal, Injectables and much more - treatments that would normally cost anywhere from \$200 to \$500.

Consumers are invited to log onto www.MedSpaMonth.com as often as they wish for the most current list of locations and their \$99 offers - a directory that will be growing by the day. During their visit to the site, women are encouraged to review PrettyCity®'s expert guide to staying youthful. Targeted by age group, "Skin Care by the Ages" is filled with valuable information, product and service recommendations and advice. MedSpaMonth.com also offers "Ask the Expert," an interactive feature that allows women to pose their most pressing questions to objective medical professionals from across the nation.

"MedSpa Month is the first and only campaign of its kind," says PrettyCity® Founder Carolyn Brundage. "This is an exciting opportunity for us to educate women of all ages about the impact science and technology can have on modern skin care and defying age. Thousands of cosmeceutical breakthroughs that our mothers never dreamt of are now available to us. But with so many choices come more questions. 'Which treatment is most appropriate for me?' 'How do I find the right medical professional?' 'Which procedures are the most cost effective?' MedSpa Month aims to answer a myriad of questions and concerns and provide women everywhere with the knowledge and resources they need to make informed decisions about their skin care," Brundage adds.

The PrettyCity® Skin Saver Survey

PrettyCity® surveyed 5,500 women between the ages of 18 and 45 about their skin care habits and concerns. Not surprisingly, 61% of women reported that the biggest obstacle in their quest for advanced aesthetic treatments, from photofacials to injectables, was cost. The women surveyed also reported that their second largest concern was "finding a trusted medical professional" in a sea of medspas, dermatologists, plastic surgeons and medical spa chains. According to the survey, the Top 5 Medical Spa services women are most interested in, by order of popularity are: Botox®, Laser Hair Removal, Lip Plumpers such as Restylane® and Hylaform, Microdermabrasion and Chemical Peels.

What is a Medical Spa?

The medical spa is a fairly new phenomenon. In fact, the first medical spa in the United States reportedly opened its doors sometime in the late '80s. Two decades later, medical spas have seen enormous growth, both in numbers and popularity. According to the International Medical Spa Association (IMSA) a medical spa is "a facility whose medical program is run under the strict supervision of a licensed healthcare professional. Services are provided that integrate both traditional and nontraditional medicine and spa treatments." All of the Medical Spas participating in MedSpa Month must qualify as a proper Medical Spa according to the IMSA's definition above. For more information about IMSA please visit www.internationalmedicalsapaassociation.com.

ABOUT PRETTY CITY, INC:

PrettyCity® (www.PrettyCity.com) is the nation's finest directory of indulgence, with listings of spas and salons in 30 U.S. cities. "PrettyCity.com is an online version of every woman's best friend," says Carolyn Brundage, the site's founder. "We'll tell you which stylist gives the best haircuts, where to find a great massage at a discount price, and answer questions you might be too embarrassed to ask even your closest girlfriend." Like a best friend who has done it all and isn't afraid to dish, the dedicated and discerning PrettyCity.com team takes the mystery out of looking and feeling good. From stripping to tipping, PrettyCity.com tells consumers what to expect at the nation's top salons and spas, all while serving up discounts that make pampering possible for even the most frugal consumers.

Iredale Mineral Cosmetics, a leading mineral-based cosmetic line created for use on patients following medical spa procedures, is a partner in the MedSpa Month campaign. Having worked with world-renowned plastic surgeons and dermatologists in the development of her line, founder Jane Iredale successfully marketed the brand to physicians and aestheticians as The Skin Care Makeup®. Now used by celebrities, makeup artists, brides, athletes and women worldwide, *jane iredale* has gained an acceptance in the medical and mass markets that has revolutionized the way makeup in general is perceived. To purchase *jane iredale* products visit www.janeiredaledirect.com.

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