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NATION'S LEADING LASER HAIR REMOVAL CENTER OPENS SECOND LOCATION IN KANSAS CITY

FOR IMMEDIATE RELEASE: KANSAS CITY, MO (February 16, 2006) – For centuries, people have waged tactical warfare on unwanted hair follicles by plucking, shaving, tweezing and applying topical agents, only to find it's a losing battle. For Kansas City residents, help is finally here!

Ideal Image, the country's fastest growing leader in laser hair removal (www.idealimage.com) opened its first location in the Kansas City area on June 20, 2005, in the Jack Henry Building on Country Club Plaza. They are now opening their second location in the Tuileries Plaza on February 21, 2006. Kansas City owner Brett Verona says, "The demand is explosive for drug-free hair removal services which can be performed on a lunch-break. Since we opened the trendsetters of Kansas City have truly embraced our services."

Verona explains the demand for Ideal Image, "We own and use multiple types of the world's most advanced lasers – all of which are FDA approved. Many other laser treatment facilities only rent one laser and therefore can't provide the level of customization critical for the most effective treatment." This choice of different lasers enables the Ideal Image medical professionals to tailor treatments to individual skin and hair types – thus providing more comfortable and effective results.

Unlike electrolysis, which was the rage of the '80s, Verona says the laser removal procedures are "much more effective, quicker, far less painful and much less expensive than traditional methods. Best of all, it doesn't cause ingrown hairs or scarring which can often be a result of plucking, waxing and electrolysis."

To remove hair, lasers pulse a light beam over the skin for a millisecond. The light energy passes harmlessly through the skin but is absorbed by the melanin, or pigment, in the hair follicle. The result is a disabled hair follicle that impairs the hair's ability to grow. Effective laser hair removal requires multiple treatments staggered over many months because melanin is only available during the growth phase of a hair. At any one time, only a percentage of the hairs are in this vulnerable portion of the cycle.

All treatments are performed by one of Ideal Image's medical professionals, and last anywhere from a few minutes for an upper lip to up to an hour for a full leg procedure.

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Every medical professional receives extensive training and is certified on each laser. The most common areas requested at Ideal Image to date have been on backs for men and facial hair, bikini lines, and legs for women. According to Ideal Image Chief Medical Director, Dr. Robert Ailes, "some patients say the treatment feels like a light rubber-band snapping against the skin. For sensitive areas, some patients opt for a topical anesthetic."

Treatments are usually performed every 8-10 weeks, and there's no need to grow the hair out between visits, so patients can continually enjoy smoother skin. Patients can resume normal activities immediately after a procedure, although they're cautioned to avoid tanning while undergoing treatment.

Dr Ailes cautions that laser hair removal is not for everyone who wants hair removal. "Blond, grey and red hair are not usually receptive to the laser treatments. The most effective results are seen with brown or black hair."

About Ideal Image:

Ideal Image opened its flagship center in Tampa, Florida in 2001. In addition to laser hair removal, Ideal Image also provides services for removal of spider veins and brown spots. For more information about Ideal Image in Kansas City or to schedule an appointment for a consultation, call 888-86-IMAGE. Hours are Monday, Wednesday and Friday 9 a.m. - 6:00 p.m. Tuesday's and Thursday's hours are 9:00 a.m. – 8:00 p.m. and Saturdays 9 a.m. - 3 p.m. For media inquiries, contact Nicole Rogers or Ryan Elizabeth Ward at 813-258-3111.

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