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Mocelle® Edan *Makeover Spa* Losses Media Shyness

TORONTO, January 15, 2007 – **Mocelle® Edan**, the marketplace's first Makeover Spa has been piloting a new type of spa at the Holt Renfrew Centre. For competitive reasons, the company was previously media shy but now reverses and unveils openness to the media.

The press is invited to tour the Holt Renfrew Centre facilities and obtain information about our operations and *Makeover Spa* concept. A Media Kit is available on our website at www.mocelle.com, and inquiries can be made directly with our Spa Director (Radhika Busjith) at 1-866-MMD-SPA'S.

*Mocelle® Edan, is a premier Makeover Medspa®, which brings together the cosmetic enhancement, luxury day spa, hair, and fashion industries. Mocelle® Edan is the founder of the Makeover Medspa (MMD.Spa® for short) concept, the company is the spa industries answer to popular TV-shows such as ABC's Extreme Makeover. Focusing on developing and designing the individuals **overall** image (vs the ad-hoc approach prevalent in today's market), the company's Makeover Spas are glamorous, it's services are priced right, and staff disposition is warm and completely lacking in pretense.*