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**FOR IMMEDIATE RELEASE**

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## **Mocelle® Edan Launches Spa Club offering 15% to 60% off what competing physicians charge**

TORONTO, January 15, 2007 — Mocelle® Edan Makeover Medspa today announces the launch of its new Spa Club. A first of its kind in Toronto, the Mocelle Edan Spa Club offers its standard members unlimited year-round savings of 15% to 60% off what they would typically pay for cosmetic enhancement services such as botox, restylane, laser and other cosmetic medical procedures.

There is also what's called Mocelle® Platinum, which is an All-Inclusive Spa Club membership. Here the all-inclusive vacation concept is applied to the world of spa, allowing platinum members to enjoy unlimited, year-round access to botox, restylane, photo facials, laser, tooth whitening, weight-loss, hair styling, massage, whirlpool, makeup, and several, several more procedures and services. All for a flat annual membership fee, representing several thousands in savings over what the individual procedures would with competing physician offices.

Mocelle Platinum members as well enjoy perks such as complimentary parking, personalized robes, guest passes and front-of-the line service.

Platinum memberships are \$15,000 per annum, and annual Standard memberships are only \$99 monthly.

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*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.*