

FOR IMMEDIATE RELEASE

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PHOTOS AVAILABLE

**IDEAL IMAGE – THE NATION’S LEADING LASER HAIR REMOVAL COMPANY –
TO OFFER COOLSCULPTING® IN 40 ADDITIONAL LOCATIONS**

TAMPA, FL. (Feb. XXXX) – Ideal Image continues to expand its line of services with CoolSculpting®, a nonsurgical method to eliminate and trim stubborn fat in body areas resistant to diet and exercise. The service is currently available in 30 centers and in March XXXX will be launched in 40 additional Ideal Image locations across the United States, providing expanded access for guests.

“We are excited about launching CoolSculpting in these new locations,” said Bruce Fabel, president of Ideal Image, “Our guests report positive results with this service and say it helps them feel more confident in their appearance and outlook.” CoolSculpting complements other services offered by Ideal Image, including laser hair removal, Botox® and fillers, PicoSure™ laser tattoo removal, and Ultherapy® skin lifting.

Designed specifically to sculpt and contour, the 60-minute CoolSculpting procedures are administered by licensed Registered Nurses, Physician Assistants and Nurse Practitioners. CoolSculpting is the only FDA-cleared procedure to use controlled cooling to safely eliminate fat, without surgery and without downtime. CoolSculpting focuses on specific body areas, targeting and killing fat cells by crystallizing (freezing) the cells, which are sensitive to extreme cold. The treated cells then die and are naturally eliminated by the body over time. Bulky spots are reduced by 20 to 25 percent, leaving a smoother body line.

(Editor’s Note: Center List Attached)

About Ideal Image

Ideal Image is a subsidiary of Steiner Leisure Limited (Nasdaq: STNR), a worldwide provider and innovator in the fields of beauty, wellness and education. Ideal Image utilizes industry-leading Candela® Lasers to provide customized laser hair removal services conducted by licensed medical and nursing practitioners, through a nationwide network of over 100 treatment centers across 31 states, as well as two locations in Canada. Ideal Image offers a full line of cosmetic medical services with a portfolio that includes Ultherapy® skin lifting, injectables: Botox®, Dysport®, Restylane®, and Juvéderm®, BBL™ (Broad Band Light), PicoSure™ tattoo removal and CoolSculpting® non-surgical fat reduction. To learn more about Ideal Image, please visit www.idealimage.com or call 1-800-BE-IDEAL.