



October 2006

Dear Editor,

Unlike a bag of frozen peas or gel packs, recovery methods after surgery don't have to remain frozen in time. Now, there's a better, easier way to optimize the healing environment for accelerated recovery following cosmetic surgery procedures.

Aqueduct Medical, a leading provider of innovative patient care products for the aesthetic medicine industry, recently introduced the **AqueCool™ Rapid Recovery System™** at "Plastic Surgery 2006," the annual meeting of the American Society for Plastic Surgeons on October 6-11, in San Francisco.

This comprehensive and effective recovery approach for use by patients at home is the first and only device available to provide safe, efficacious and soothing therapy using Controlled Cooling Technology™. According to leading aesthetic surgeons and their patients, AqueCool's targeted cooling therapy and array of custom-designed **AqueCool Masques™** help provide important clinical advantages and patient benefits.

We know that cosmetic surgery is more popular than ever before, yet the "rest of the story" – the level of care after cosmetic surgery procedures – is seldom discussed in the media. Now, AqueCool Rapid Recovery System is changing patient recovery and offering growing numbers of individuals a satisfying and successful alternative to a bag of peas or ice packs.

We invite you to review the enclosed materials, including fact sheets, FAQs and testimonials, and consider the increased relevance of AqueCool today. Additionally, AqueCool physicians and patients are available to provide you with a briefing on the system and its promise.

Please contact me at nadinepr@bellsouth.net or 847.920-9858 if you would like to arrange an interview or if you have any questions.

Sincerely,

Nadine Tosk

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For Immediate Release

NEWS RELEASE

AQUEDUCT MEDICAL TO LAUNCH THE AQUECOOL™ RAPID RECOVERY SYSTEM™ FOR ENHANCED HEALING AFTER COSMETIC SURGERY AT PLASTIC SURGERY ANNUAL MEETING

Proprietary Cooling Technology Will Support Aesthetic Surgeons by Improving Standard of Post-Operative Patient Care

SAN FRANCISCO, October 4, 2006 – Aqueduct Medical, a leading provider of innovative patient care products for the aesthetic medicine industry, announced today it will introduce the AqueCool™ Rapid Recovery System™ in exhibit booth #483 at “Plastic Surgery 2006” in San Francisco on October 6-11. This tradeshow is one of the plastic surgery industry’s premier annual conferences and is sponsored by the American Society of Plastic Surgeons (ASPS).

The AqueCool Rapid Recovery System is a comprehensive and effective recovery approach for cosmetic and reconstructive surgery patients that can distinguish a surgeon’s practice by improving the standard of post-operative care. Proprietary Controlled Cooling Technology™ delivers continuous cool water therapy at a safe and efficacious temperature range between 50° – 61° F. This continuous, controlled cooling helps to reduce swelling, bruising and pain so patients can enjoy optimal results, minimum discomfort and the least amount of downtime following facial cosmetic surgery procedures.

“The AqueCool Rapid Recovery System represents a new level of care for cosmetic surgery patients by optimizing the healing environment after surgery for accelerated recovery,” said Benjamin Krempel, founder and CEO of Aqueduct Medical. “After more than a year of clinical testing, we have received extremely positive feedback from patients and physicians alike. AqueCool is poised to change the way patients recover from facial cosmetic surgery while helping physicians continue to offer the highest level of care.”

The AqueCool Rapid Recovery System consists of a thermo-electric cooling device and a form-fitting AqueCool Masque™ that delivers the cool therapy directly to the injury site, avoiding the mess and risk of skin damage associated with ice-based therapies. AqueCool therapy is safe, natural and soothing so patients can use the recovery system for several days and nights in a row immediately after surgery. The suite of disposable AqueCool Masques, including the Periorbital, Mandibular and Full Facial Masques, are ergonomic and custom-formable to each patient and specific procedure, providing gentle and uniform compression to enhance healing and speed recovery.

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Patient Satisfaction Data

According to recovery journals collected from 30 patients who rented the AqueCool System through nine different surgeon practices, patients gave very high ratings to their overall recovery process using AqueCool for at least one week. Most patients reported they would “definitely” pay to use the System again for future surgeries, and would “definitely” recommend AqueCool to a friend. On a scale of 1 to 5, with 5 indicating strong agreement, survey results showed that patients agreed the AqueCool System reduced pain and discomfort, made them feel better, and improved their recovery.

“I have been using the AqueCool Therapy System since December 2005, and I have been extremely happy with the device. Patients find it very helpful and comforting, and they have said they feel secure with the device in place,” noted Malcolm D. Paul, MD, Clinical Professor, Aesthetic and Plastic Surgery Institute, University of California, Irvine. “I have noticed significantly less bruising and swelling in the neck the morning after surgery. Male patients who tend to swell after extensive neck undermining are impressively less swollen.”

To make it simple and convenient for physician practices, Aqueduct Medical offers a flexible business model and will rent the AqueCool System to patients and ship it directly to and from their home. This allows doctors to grow their practices by offering the newest and highest standard of post-operative care.

About Aqueduct Medical, Inc.

Aqueduct Medical, Inc. is a privately held medical device company located in San Francisco, California. Founded in 2003, Aqueduct develops innovative wound healing and pain management products for improving recovery from cosmetic and reconstructive surgery. For more information, please call 1-877-365-HEAL or visit www.aqueductmedical.com.

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AqueCool™ Product Fact Sheet

AqueCool™ Rapid Recovery System™

The AqueCool Rapid Recovery System is a comprehensive and effective recovery approach cleared by the FDA for cosmetic and reconstructive surgery patients. It provides targeted, controlled cooling therapy so patients can enjoy optimal results, minimum discomfort and the least amount of downtime following facial cosmetic surgery.

How It Works

Based on proprietary Controlled Cooling Technology™, AqueCool delivers continuous cool water therapy at a safe and therapeutic temperature range between 50° and 61° F. The AqueCool Rapid Recovery System consists of a thermo-electric cooling device and a form-fitting AqueCool Masque™ that delivers the cool therapy directly to the injury site, avoiding the mess and risk of skin damage associated with ice-based therapies. This continuous, controlled cooling acts as a natural pain reliever, helps reduce swelling and bruising, and minimizes the risk of complications.

What Sets AqueCool Apart

AqueCool Rapid Recovery System is the first and only device available to provide safe, efficacious and soothing therapy based on Controlled Cooling Technology for patient use at home after cosmetic surgery. Only AqueCool offers a suite of procedure specific disposable AqueCool Masques™ that are custom formable to each patient, providing uniform compression to further enhance healing. According to experts, compression and cooling result in consistent reduction in swelling, which is thought to accelerate the healing process. Also, reduced swelling relieves tension on sutures, which is thought to reduce the formation of scar tissue.

- The AqueCool System automates and controls post-operative care by delivering continuous cool water therapy for improved recovery.
- Controlled cooling between 50° – 61° F allows patients to safely use the recovery system for several days and nights in a row immediately after surgery for maximum benefit.
- AqueCool Masques are ergonomic and custom-formable to each patient and specific procedure. The Masques are comfortable to wear and allow patients to watch television, read, use a computer and sleep while receiving soothing therapy.
- The system is convenient and too easy to use (and does not contain ice), which leads to high patient compliance and satisfaction.

What It Treats

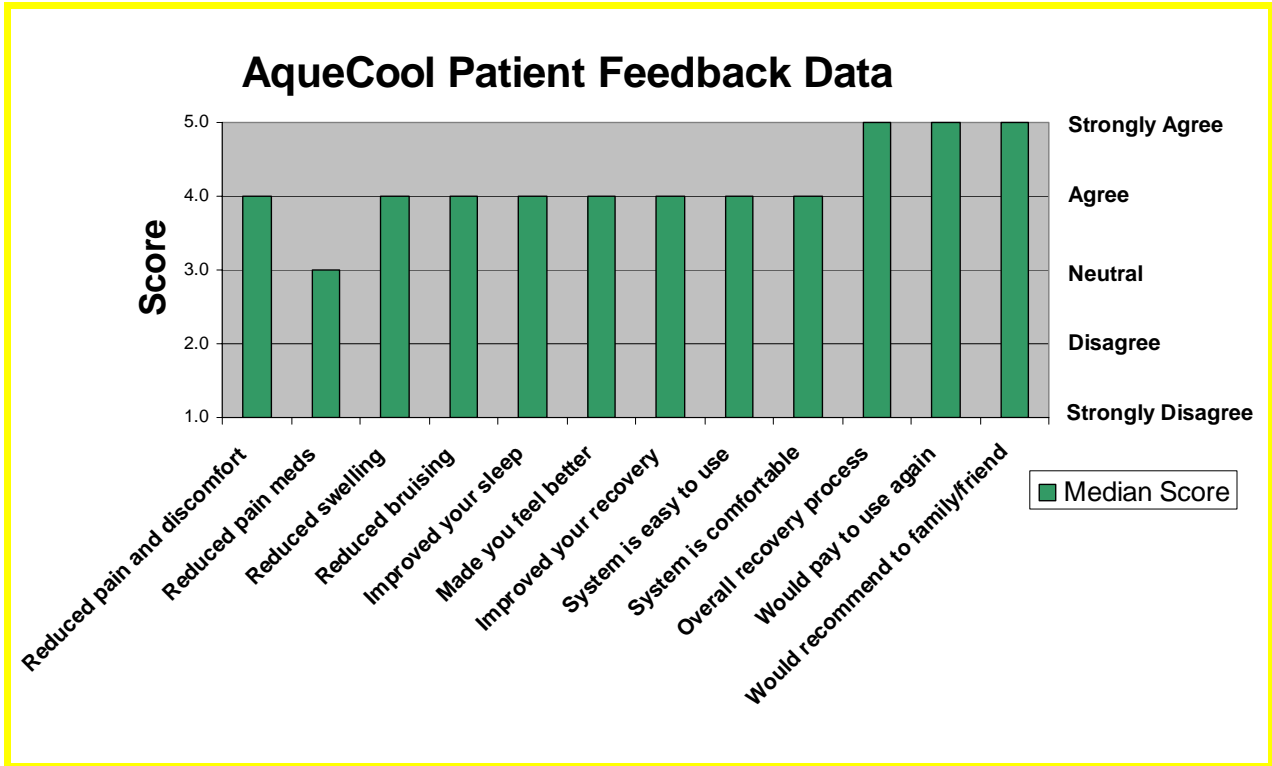
AqueCool Masques are custom-formable to each patient and specific procedure, providing gentle and uniform compression to enhance healing. Masques include:

- *Periorbital Masque* for blepharoplasty, brow lift, rhinoplasty, and midface lift procedures
- *Mandibular Masque* for facelift, neck lift, platysmaplasty, and neck lipectomy surgery
- *Full Face Masque* for combination upper and lower facial procedures, including laser resurfacing

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Clinical Results

Data from 30 patients who paid to use the AqueCool Rapid Recovery System for at least a week demonstrates high patient satisfaction and positive outcomes. Overall, patients strongly agree that they would pay again for AqueCool and would recommend it to a friend.



Who Stands by the AqueCool Rapid Recovery System

Aqueduct Medical, Inc. is a privately held medical device company located in San Francisco, California. Founded in 2003, Aqueduct develops innovative wound healing and pain management products for improving recovery from cosmetic and reconstructive surgery.

Availability

AqueCool products are currently available through a select group of doctors and surgeons. To find a doctor offering AqueCool products, please email us at info@aqueductmedical.com or call 1-877-365-HEAL.

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Frequently Asked Questions About AqueCool™ Rapid Recovery System™

Q: What is cool therapy?

Cool therapy is the application of cold to an injury. It is one of the oldest and most natural methods for alleviating pain and treating damage to soft tissue. It has been used extensively after sports injuries, surgical procedures, stroke and other trauma.

Q: Why is cold therapy good after injury?

Cold therapy has been shown clinically effective in:

- Reducing swelling
- Reducing pain, discomfort, and the amount of medication needed post-operatively
- Accelerating the healing of damaged tissue
- Promoting blood coagulation and vasoconstriction

Consistent reduction in swelling is thought to accelerate recovery by minimizing the inflammatory phase of the healing process. Furthermore, reduction of swelling relieves tension on sutures which may reduce complications and the formation of scar tissue. Rest, compression and elevation have also been shown to reduce swelling and promote healing following surgery.

Q: What is the AqueCool Rapid Recovery System?

The AqueCool Rapid Recovery System is a comprehensive and effective recovery approach for cosmetic and reconstructive surgery patients. It provides targeted, controlled cooling therapy so patients can enjoy optimal results, minimum discomfort and the least amount of downtime following facial cosmetic surgery procedures.

Q: How does it work?

Based on proprietary Controlled Cooling Technology™, AqueCool delivers continuous cool water therapy at a safe and efficacious temperature range between 50° and 61° F. The AqueCool Rapid Recovery System consists of a thermo-electric cooling device and a form-fitting AqueCool Masque™ that delivers the cool therapy directly to the injury site, avoiding the mess and risk of skin damage associated with ice-based therapies. This continuous, controlled cooling helps to reduce pain, swelling, and bruising, as well as minimize the risk of complications.

Q: Is AqueCool safe?

Yes, the AqueCool System has an electronic temperature controller that keeps the therapy within a safe and therapeutic range and avoids skin damage or necrosis associated with ice-based therapies. In fact, many patients use it constantly for several days post-operatively.

Q: What can AqueCool treat?

The AqueCool Rapid Recovery System offers a higher standard of care for recovery from facial cosmetic procedures. It employs a form-fitting AqueCool Masque that is specifically designed to deliver cool therapy directly to the treatment site, including the *Periorbital Masque* for eyelids, brow lifts, nose jobs, and upper face surgical procedures; the *Mandibular Masque* for face lifts and neck lifts; and the *Full Face Masque* for combination upper and lower facial procedures, including laser resurfacing treatments.

Q: Are there other applications for the AqueCool System?

Absolutely. Aqueduct Medical is currently in the development stages of new applications, including use after breast surgery and abdominoplasty, where the cooling technology can provide significant benefits to patients.

Q: What are the advantages of AqueCool over other cold therapies?

The AqueCool brings repeatability to the recovery process by automating and standardizing post-surgical care. Compared to traditional ice-based therapies – bags of peas, gel packs, ice, cold compresses - that need to be changed often, are messy and can damage delicate skin tissue, the AqueCool Rapid Recovery System offers the following advantages:

- *Safe* – the system maximizes therapeutic cooling without introducing the risk of frostbite, tissue damage, or flap necrosis due to overcooling. It can be used continuously because the temperature is controlled within a safe and therapeutic range.
- *Effective* – continuous cold therapy has been shown to be more effective than intermittent ice/gel pack application in addressing pain, swelling, and recovery time in surgical applications. Furthermore, other solutions are seldom applied uniformly, increasing the risk of skin damage and decreasing patient compliance.
- *Enhanced Healing* -- custom-formable AqueCool Masques deliver uniform cooling across the complex surfaces of each individual's face, ensuring coverage on all critical areas. The semi-rigid structure of the Masque also applies a gentle, uniform compression on the face, which may assist in reducing swelling, bruising, and the formation of hematomas.
- *Ease of Use* – the AqueCool System is easy to use and eliminates the mess currently associated with cold therapy. As a fully electric appliance, patients or their caregivers are not required to purchase and add ice, or cycle any products through a freezer. Patients can adjust the temperature so that it is comfortable and always within a safe, therapeutic range.
- *Convenient* – the AqueCool System is affordable and can be delivered to the patient's home. The custom-fitted AqueCool Masque is comfortable to wear, and allows patients to watch television, read, use a computer, and sleep while receiving soothing therapy.

Q: Is AqueCool regulated by the FDA?

Yes, the AqueCool System is designated a Class II device by the FDA and has been cleared for sale in the U.S. Aqueduct Medical is licensed by the FDA and conforms to the FDA's guidelines for Good Manufacturing Practices.

Q: Are patients satisfied with AqueCool therapy?

Data from 30 patients who underwent cosmetic procedures by nine different surgeons and used the AqueCool Rapid Recovery System for at least one week shows high patient satisfaction and effective results. Patients indicated they would strongly recommend AqueCool to a friend, and would definitely pay to use it again.

Q: How much does the AqueCool Rapid Recovery System cost?

The AqueCool device and Masque can be rented from your surgeon and/or delivered directly to your home for the price of comparable pain management solutions. Price will vary depending on treatment area, geographic location and length of use.

Q: Why did Aqueduct Medical develop the AqueCool System?

Aqueduct Medical believes that cosmetic and reconstructive surgery patients deserve a higher standard of care when recovering from procedures. By providing controlled pain management and healing solutions focused on the procedure specific needs of the patient, Aqueduct improves the recovery process by reducing the physical and emotional trauma for post surgical patients.

Q: Where is the AqueCool Rapid Recovery System available?

Aqueduct products are currently available through a select group of doctors and surgeons. To find a doctor offering Aqueduct products, please email us at info@aqueductmedical.com or call 1-877-365-HEAL.

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Patient Testimonials

“I had the same surgery last year, and my swelling and bruising was reduced by 60% using the AqueCool™ Rapid Recovery System™.

- **Caroline C., Atlanta, GA; brow lift, fat transfer**

“Miraculous. I think my recovery time was reduced – I feel great.”

- **Judith W., Orange, CA; facelift, neck lift, brow lift, upper/lower eyelids**

“It really just made me feel so much better – I loved it! Money well spent.”

- **Kim H., San Jose, CA; brow lift**

“Excellent product. I felt that it was VERY helpful in decreasing pain, swelling and bruising. I would definitely recommend it to anyone!”

- **Debbie K., Lake Oswego, Oregon; upper and lower blepharoplasty, facelift**

“I can’t imagine how it would have been without it [AqueCool]. Whenever I turned off the machine or took the mask off for one reason or the other, I couldn’t wait to put it back on. The constant coolness was addictive and it was convenient to sleep with at night. I would highly recommend the system to friends and family!”

- **Linda G., R.N., Morgan Hill, CA; blepharoplasty and brow lift**

“This device was well constructed and simple to use. It’s easy to transport from room to room. It was quiet and small enough to fit on the bedside table. I found that I could not be away from it more than 5-10 minutes the first two days. This product made me comfortable and my recovery speedy.

- **Terri H., San Jose, CA; blepharoplasty and brow lift**

“The thing I appreciated the most about your product was the great convenience of not having to keep getting up for ice. Also, the consistent temperature was beneficial.”

- **Julie S., Anaheim, CA; blepharoplasty, facelift, neck lift**

“The mask was very comforting and I used it a lot. It was very convenient – my husband didn’t have to keep getting me ice.”

- **Dorothy, Portland, Oregon; neck lipectomy, brow lift, facelift, blepharoplasty**



Physician Support for AqueCool™

Malcolm Paul, MD., Newport Beach, CA

"I have been using the AqueCool™ Therapy System™ since December 2005, and I have been extremely happy with the device. Patients find it very helpful and comforting, and they have said that they feel secure with the device in place.

I have noticed significantly less bruising and swelling in the neck the morning after surgery. Male patients who tend to swell after extensive neck undermining are impressively less swollen than those that merely have a mild compression garment in place or even those in whom an ice pack is placed on the lower neck.

Especially interesting are the positive comments from the nursing staff. Since the device is always circulating cold water, they do not have to empty the water and add ice to face masks."

Laurence Berkowitz, MD., Campbell, CA

"I have been using the AqueCool system with my patients for about a year, and I am quite impressed with the benefits that it provides both my patients and my practice.

In the past I was unable to recommend a safe and effective way for patients to use cold therapy post operatively due to the inability to effectively control the temperature and the poor conformance of the cooling pads to the face. Now, with the AqueCool System I can safely address post operative pain, edema and bruising without compromising flap viability. My patients experience significantly less pain, swelling, bruising, and down time, which fairly or unfairly is one of the most common criteria patients and potential patients utilize in evaluating my surgical expertise and the overall quality of my practice.

My patients have been overwhelmingly pleased with the Aqueduct system. They find it soothing, comfortable, and convenient, and therefore they are very compliant with the therapy – even while sleeping. They report that they feel better and have an excellent recovery, both of which reflect well on my practice.

The device is easy to use and easy to implement in the practice. My staff is very enthusiastic about the system as well – they see a noticeable improvement in the patients, and there are no extra logistics or work for them."

David Kaufman, MD., Sacramento, CA

"The AqueCool cooling mask reduces bruising, minimizes swelling, and decreases pain - - all key elements in the recovery process -- and my patients swear by it."

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Malcolm D. Paul, M.D., FACS

Clinical Professor, Aesthetic and Plastic Surgery Institute,
University of California, Irvine

Malcolm D. Paul, M.D., FACS, is an aesthetic plastic surgeon practicing in Newport Beach, California. Over the past 31 years, he has specialized in breakthrough surgical techniques focusing on cosmetic rejuvenation of the face and neck, and abdominoplasty ("tummy tuck"). A prolific author and acclaimed guest speaker, Dr. Paul has authored more than 25 scientific publications in leading medical journals such as *Aesthetic Surgery Journal*, *Journal of Plastic and Reconstructive Surgery*, *Annals of Plastic Surgery*, and *Aesthetic Plastic Surgery*. He has presented at over 80 scientific lectures and meetings before the International Society of Aesthetic Plastic Surgery, American Society for Aesthetic Plastic Surgery, and the American Society of Plastic Surgeons.

In addition to his private practice, Dr. Paul is clinical professor of surgery at the Aesthetic and Plastic Surgery Institute of the University of California, Irvine. He is a diplomat of the American Board of Plastic Surgery, U.S. national secretary for the International Society of Aesthetic Plastic Surgery, past president of the American Society for Aesthetic Plastic Surgery, and past president of the California Society of Plastic Surgeons. Dr. Paul has been selected for and included in Best Doctors in America®, Orange County Top Doctors, and Guide to Top Doctors (Center for the Study of Services Publication).

Dr. Paul is a graduate of the University of Maryland School of Medicine, and completed his postgraduate training with residencies in General and Plastic Surgery at the George Washington University Medical Center in Washington, D.C and Mt. Sinai Hospital in New York City. He is Board Certified by the American Board of Plastic Surgery and a Fellow of the American College of Surgeons.

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