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FOR IMMEDIATE RELEASE

## **Achieving Permanent Results at Home with SILK'N™ Now Cleared by the FDA for PERMANENT HAIR REDUCTION**

*Home Skinovations announces that the Food and Drug Administration (FDA) has cleared their Silk'n line of hair removal devices for PERMANENT HAIR REDUCTION.*

**Yokneam, Israel** – Home Skinovations, a global leader of light based solutions for at-home hair removal and skin care, announced today that the United States FDA cleared its market leading Silk'n hair removal device for the permanent reduction of hair. Already available for three years for at-home hair removal, Silk'n is now proven to be the superior choice for technologically advanced and easy to obtain permanent results.

“We are pleased to make this breakthrough announcement to consumers looking for a convenient and permanent solution achievable at home,” said Moshe Mizrahy, CEO of Home Skinovations. “This additional clearance demonstrates our dedication to continued clinical research and development of our ground breaking hair removal technology.” Unlike other products available today that use older technology, Silk'n is the first and only light-based technology developed specifically for personal, at-home hair removal.

With over 100,000 users worldwide, the Silk'n family of devices includes Silk'n™, SensEpil™ and BellaLite™ which use the clinically studied and proven Home Pulsed Light™ (HPL) technology. Leading dermatologists recommend Silk'n as the permanent solution for the removal of unwanted hair in the privacy of one's home, achieving results once only found in a doctor's office or medical spa.

To purchase Silk'n or learn more, visit [www.silkn.com](http://www.silkn.com) or call customer assistance at 1-877-DO-SILKN (1-877-367-4556).

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**Home Skinovations Ltd.** is a private company founded in Israel in June 2006, with a mission to develop, manufacture and distribute the safest and most effective home-use aesthetic devices and products. Its team of skilled scientists, engineers and management and marketing executives have a successful track record of introducing innovative light-based and laser products to the global aesthetic devices market.

