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UNIQUE SPA FRANCHISE PROVES CONSUMERS WANT AFFORDABLE LUXURY

Increased Awareness about the Benefits of Facials for the Skin Drives facelogic® Traffic

CARLSBAD, CA – February 21, 2007 – **facelogic**, an international spa franchise focused exclusively on providing affordable luxury services and products for the face, is changing the concept of day spas by offering essential skincare and spa services at affordable prices. In less than two years, **facelogic** has set the standard in the beauty industry by confirming that facials don't have to be expensive. With prices as low as \$39 for a high quality custom facial, **facelogic** has recognized the importance of essential skincare for maintaining and keeping skin looking healthy and radiant.

"Skincare and spa services are so beneficial to the body and the well-being of the individual that prices shouldn't deter consumers from exploring the spa world," said Sherryl Ford, president and CEO of **facelogic** International, Inc. "**facelogic's** unique concept was developed specifically to target the masses because we believe that facials and spa services are essentials and everyone should be able to enjoy them. Only 15% of consumers were experiencing spa services regularly due to high prices, intimidating spa environments and lack of accessibility – we created **facelogic** because we wanted to change that statistic."

facelogic's goal is to reach consumers who may think they cannot afford spa services or only visit spas on special events. **facelogic** facials will become a routine, rather than just a special occasion. **facelogic** developed a membership program to allow guests to receive monthly facials at a discounted price. Becoming a **facelogic** member entitles guests to receive many membership incentives and discounts on services and products.

Why are monthly professional spa facials beneficial?

- Facials slow down the aging process
- Facial massages relax tight over-used facial muscles that cause deep lines
- Facials stimulate new collagen, hydrate and nourish the skin
- Encourages relaxation and stress relief
- Restores skin's health and natural beauty

By educating consumers on the importance of routine skincare, **facelogic** is creating awareness about facials and proving why affordable luxury has a place in the mass market.

Sherryl Ford, Shari Nevarez and Evangalina Eastman are the founders of the **facelogic** concept in Carlsbad, California. The founders are blessed and honored to have partnered with the Findley Group, owned by former Curves International President Gary Findley. The first **facelogic** opened in Waco, Texas, home of Curves corporate offices by Gary and Kim Findley. The founders are utilizing the Waco **facelogic** and the Findley Group to franchise their concept across the nation and internationally.

For more information about facelogic please visit www.facelogicspa.com.

About facelogic International, Inc.

facelogic International, Inc. is the first luxury spa experience everyone can afford. **facelogic** is the next franchise phenomena in an exploding industry focused exclusively on providing affordable luxury products and services for the face. The centerpiece of the **facelogic** experience is the 50-minute custom facial – including a thorough skin analysis, exfoliation, extractions (if needed), therapeutic massage and masque. Additional services are available including waxing, peels and make up lessons with Sue Devitt Cosmetics. **facelogic** also developed a technologically advanced signature skin care line using the proprietary nanosome complex delivery system – a special blend of ingredients designed to encourage skin renewal and decrease the skin-aging process.

facelogic International is headquartered in Carlsbad, CA. Consumers and investors interested in more information can visit www.facelogicspa.com.

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