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**NATION'S LEADING SPA FRANCHISE – FACELOGIC SPA – DEVELOPS UNIQUE TEAM-ORIENTED
DAY SPA WORK ENVIRONMENT**

CARLSBAD, CA – January 23, 2007 – **facelogic**, an international spa franchise focused exclusively on providing affordable luxury services and products for the face, has developed an innovative approach to the traditional day spa work atmosphere. The **facelogic** franchise has created an excellent opportunity for estheticians to break into the competitive day spa industry, receive proper technical training and develop their careers.

Newly graduated estheticians used to have limited options for their first jobs, however, licensed skin care therapists can now expect more with a career at **facelogic** spa. Skin care therapists can count on more than just proper training and product knowledge – **facelogic** offers employees a steady income, benefits and comprehensive training in a team-oriented, positive work environment. **facelogic**'s unique 'first come, first serve' structure developed for servicing guests in the spa eliminates internal tension and unnecessary competition for clients.

"As a skin care therapist at **facelogic**, I have the opportunity to make a difference in someone's life everyday. **facelogic** creates an experience of total relaxation – we provide exceptional customer service, perform relaxing facial treatments and educate guests on how to maintain great skin with a consistent home care regimen – all at an affordable price," said Maureen Walker, lead skin care therapist for **facelogic**, Waco, TX. "With the fresh approach to teamwork amongst owners and employees, **facelogic** has created an environment where I am able to see my passion for serving others become a reality."

"Our goal is to create an environment which will make our employees passionate about their work and interested in the betterment of the company," said Sherry Ford, president and chief executive officer of **facelogic** International. "In order to ensure equality and eliminate tension between employees, **facelogic** skin care therapists are focused on building a clientele for the entire spa team instead of for themselves. Our unique and affordable concept allows each spa to provide quality services in a friendly environment because **facelogic** employees enjoy coming to work and are focused on working for the good of the spa and the team."

Motivated to create an environment focused on teamwork and brand knowledge, new employees are trained extensively on the **facelogic** signature techniques, services and products – ensuring guests enjoy quality care from educated skin care professionals.

"It is our job to provide continuity within the franchise spas and we must ensure that our skin care therapists are properly trained on our services, products and overall brand," said John van

Heiningen, spa director of **facelogic** Roswell. "Seeing the improvement of guests' skin and the relaxed look on each guest after their facial has me excited about the future of **facelogic** and the benefit of our service. This is just what we want – a place where our guests trust that they can unwind and escape."

Since launching eighteen months ago, 59 locations have been sold across the U.S. and Canada, with sales still going strong. The concept of providing high-quality skin care services and signature products at an affordable price positions **facelogic** International to be the next franchising phenomena.

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

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