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“Pimples Now Have an Off Button”

SCOTTSDALE, ARIZONA- March 9, 2006 – Many residents in the Valley can relate to the dreaded experience of having a pimple before taking a school picture, huge meeting, prom or even a wedding. They run out to buy pricey acne treatments which have limited results and sometimes have significant side effects. Parkway Medical in Scottsdale Arizona has the answer to the pimple problem that will have that pimple gone in 24 hours- Zeno™. They offer the at home Zeno™ acne clearing device, pioneered by Tyrell, Inc. to patients bringing a whole new way to effectively treat pimples at home.

Zeno is the first FDA-cleared medical device designed for over-the-counter use on mild to moderate inflammatory acne. Combining revolutionary scientific, medical and electronic principles, Zeno uses proprietary ClearPoint™ technology to clear pimples quickly using the science of heat. Zeno has been clinically proven to be safe and effective and, when compared with existing over-the-counter treatments, offers substantially better results with none of the typical side effects.

Tyrell’s ClearPoint technology allows Zeno to deliver a precisely controlled low level heat dose to the pimple, causing *P. acnes*, the bacteria which brings about roughly 90 percent of all acne blemishes, to self-destruct. The temperature required for Zeno to be effective is below the point at which healthy skin may be damaged.

“This is a great at home procedure that is easy, effective and safe for our patients to be using in the comfort of their own home,” states Dr. Martin Blume, Managing Partner of Parkway Medical. “Patients can treat their blemishes immediately, with fast results they can see.”

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Zeno's treatment regimen is two to three treatment cycles of two and a half minutes each over 12 to 24 hours. Zeno's internal microprocessors maintain the temperature within a fixed range, and an integral digital timer controls the treatment time. In an FDA-reviewed, controlled clinical trial, 90 percent of blemishes treated with Zeno disappeared or faded within 24 hours.

For more information regarding the Zeno at home procedure patients can call Parkway Medical at 480-348-3245 or visit <http://www.parkwaymedical.com>.

About Parkway Medical, PLC

Parkway Medical is committed to medical care and is contracted with most health insurance plans. Drs. Robert Bierman, Martin Blume and Stuart Medoff head the Parkway Medical offices. The group of 12 providers includes physicians, nurse practitioners, and physician assistants. The entire staff puts the patient first, both in quality medical care and customer service. Services offered include, family and internal medicine, urgent care, hypnotherapy, medical acupuncture, bone density, osteopathic manipulation, laser & skin services including injections and professional skin care products. Parkway Medical is available for routine scheduled visits and for the unexpected accident or illness. Patients may schedule an appointment for routine or urgent care or may simply walk in. The medical office will see most patients on the same day. Offices are located at 6565 East Greenway Parkway, Scottsdale Arizona 85254. For more information on insurance, services or treatments patients can visit <http://www.parkwaymedical.com>.

The Family & Urgent Care office has extended hours during the week and on Saturday, including: Monday through Thursday 7:30 am to 8:00 pm, Friday 7:30 am to 6:00 pm, and Saturday 8:00 am to 5:00 pm. Patients can call 480-348-3200 to make an appointment.

The Laser & Skin Centre hours are, Monday through Wednesday 9:00 am to 6:00 pm, Thursday 11:00 am to 8:00 pm and Friday 9:00 am to 6:00 pm. Patients can call 480-348-3245 to make an appointment.

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