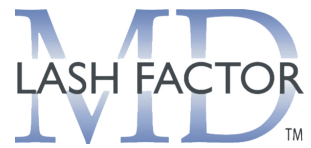


PRESS RELEASE

For Immediate Release



Client: MD Lash Factor
Date: 15 March 2011
Topic: MD Lash Factor awarded the product of the year award for 2011

MD LashFactor® awarded the Product of the Year Award for 2011

NEW YORK - February 8, 2011: MD LashFactor® by Susan. F. Lin M.D. was awarded the prestigious Product of the Year award in the Cosmetics Category today at the annual Product of the Year Awards Show. This revolutionary eyelash conditioner features a safe and effective formula shown to provide the appearance of dramatically fuller, thicker, and longer eyelashes. Additionally, this cutting edge product is physician formulated with a patent pending complex developed specifically to work at the cellular level to help eyelashes reach their fullest potential.

MD LashFactor®, launched via the American Academy of Dermatology conference in 2007, has developed a strong global presence with distribution in over 20 countries. The MD brand is growing steadily and has expanded product offerings worldwide with target specific cosmeceuticals including a hair restoration system, brow conditioner, volume replacement eye cream, and Vitamin C serum designed to treat facial pigmentation and other skin related issues.

Dr. Lin states 'I am thrilled that MD LashFactor® Eyelash Conditioner has been recognized with the Product of the Year award. My team has worked hard to create a results-oriented product with a proven track record of effectiveness, and we are honored to be able to display the Product of the Year award to our customers as recognition for these efforts.'

Freedonia Group states the 2009 U.S. cosmeceutical industry alone is \$5.8 billion with a forecasted 7.4% growth rate through 2012.

The global eye cosmetics market is estimated at \$3.5 billion dollars. With MD LashFactor®'s superior product performance and competitive price point, this product has seen phenomenal continuing growth over the past four years and has become a prestigious professional brand, joining such well known brands as Procter and Gamble, Glaxo-Smith-Kline and Johnson and Johnson as a Product of the Year USA Winner.

About MD LashFactor:

La Canada Ventures, Inc. is a global company based in California. Founded by Dr. Susan F. Lin in 2007, our top notch research team works hand in hand with Dr. Lin to formulate target-specific, results oriented, user-friendly products designed with efficacy and safety in mind. Previously recognized with the Cosmetic Innovators of the Year award by the Independent Cosmetic Manufacturers and Distributors association, La Canada Ventures, Inc. continues to create products that revolutionize the cosmeceutical market.

About Product of the Year:

Product of the Year is the only consumer product award that rewards innovation and is voted on by real consumers. Established 24 years ago in France, POY currently operates in 28 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Backed by the votes of 60,000 consumers, the distinct red POY logo serves as shortcut for shoppers, saving them time and money. For more information visit www.productoftheyearusa.com

END PRESS RELEASE

About Intamed

Intamed acquired the distribution rights for MD Lash Factor over 1 year ago after reviewing various other brands in this market segment. "Intamed chose MD Lash Factor over various other brands because MD Lash Factor offered the best results and is uniquely supported by published long term clinical data in medical journals proving its effectiveness and safety for long term use", says Gary Wachsberger Director of Intamed. Based on the success with this product and the MD Hair Restoration Kit, Intamed intends to increase the MD product range by introducing additional products created by Dr. Lin and her team.

To Contact for more information or media enquiries:

Greg Sellars
Intamarket Medical technologies (Pty) Ltd
Tel: +27 (0)11 444 0404 | Fax: +27 (0)86 522 7698 | E-mail: greg@lashfactor.co.za | www.lashfactor.co.za



Intamarket Medical Technologies (Pty) Ltd.
Tel: +27 (0)11 444 0404 | Fax: +27 (0)11 444 4310 | info@lashfactor.co.za
www.lashfactor.co.za | www.intamed.co.za