

**FOR IMMEDIATE RELEASE
DECEMBER, 2010**

TÄNDA PROVES SUPERIOR TO THE BABY QUASAR

THINK: Tända Clear, clearly a clinical leader amongst at-home light therapy products for the treatment of acne.

WHAT IS IT: Tända Clear has proven its efficacy and leadership in the growing at-home light therapy category and would like to clear up some misleading information about the ANSR BEAM blue light.

The Tända Clear Acne Treatment was the first at-home light therapy device to be cleared by the FDA for over-the-counter use. The FDA clearance was obtained by providing clinical evidence that Tända Clear preformed as well as large in-clinic panel machines such as the BLU U -4170.

Furthermore, the credibility and efficacy of the Tända at-home light therapy acne treatment has been reinforced with clinical studies, in-vitro studies and user-preference studies. In one study conducted by Dr. Michael Gold, a creditable dermatologist with a focus in lasers and light care, "... found that daily self treatment using the device reduced the number of acne lesions significantly. Moreover the study demonstrated a significant improvement of the subject's skin condition," said Dr. Gold. "Study subjects also found the treatment user-friendly and easy-to-use at home." A report on the study was published in the March 2009 issue of the Journal of Clinical and Aesthetic Dermatology.

ANSR, a supposedly "clinically proven" acne device, sites third party clinical studies to support the efficacy of their ANSR blue light product. However when tested, the peak wavelength of light emitted from the ANSR acne device is actually 452nm. The research provided on the company's website sites 414nm as the proven wavelength of light for banishing blemishes. So while the light emitted from the ANSR device appears blue, it is not the correct wavelength to treat or prevent acne. In additions the power density of the blue light does not compare to in clinic machines or the Tända Clear. The ANSR to acne... we think not.

About Pharos Life

The Tända Skincare System™ and Tända Professional Skincare System are products of Pharos Life Corporation. Pharos Life is dedicated to the development of innovative light-based technologies and the supply of affordable at-home, non-invasive light therapy solutions that improve wellness and quality of life.

**FOR MORE INFORMATION:
ROSE MASTNAK 519.651.1177 X 258
COURTNEY TURNER 519.651.1177 X 262
PHAROS LIFE CORPORATION**