

**Idaho Statesman, Friday, Feb. 26, 2010 – by Sandra Forester (2 pages)**

## **Boise's Epionce hits Hong Kong, Poland**

*Episciences and a partner launched their first spa in February*

Hermitage Spa by Epionce opened with all the glitz and glamour of a Hollywood premiere, including film stars and models trailed by paparazzi and television cameras. "The opening of the spa is a dream come true," said Dr. Carl Thornfeldt, creator of Epionce products and CEO of Episciences.

Thornfeldt is in Poland Friday, speaking about and launching Epionce at an aesthetic dermatology conference. The spa in Hong Kong, the only Epionce spa in the world, is the result of about two years of planning in partnership with Episciences Asia Holdings Company Ltd., said spokeswoman Trish Stack.



*Dr. Carl Thornfeldt, center, celebrates Hong Kong's Hermitage Spa, which will exclusively carry and distribute Epionce products. Thornfeldt is surrounded by, from left to right, Andrew Cheong, the nephew of Henry Cheong, Thornfeldt's partner in Episciences Asia Holdings Company Ltd.; Susan Thayer, Episciences senior vice president of sales; Hermitage Spa director Clara Cheong; and Patsy Cheong, Henry Cheong's wife.*

Thornfeldt, a dermatologist from Fruitland with more than 25 years of research experience, created the Epionce line to help his patients repair their skin and stop inflammation.

Epionce is backed by 14 double-blind scientific studies in the United States to prove safety and effectiveness. The products generally range in price from \$9 to \$105 and have proven useful for patients suffering from eczema, psoriasis, rosacea, common skin rashes and pre-cancers. The products don't have drawbacks such as having to stay out of the sun after using them.

In the United States, Epionce is distributed mainly through doctors' offices and medical spas. "We want to make sure there's an educated specialist speaking to the consumer," Stack said.

The line also is distributed at Ladd Pharmacy, 1109 Broadway Ave., Boise.

"I believe in this product," said pharmacist Elaine Ladd, who has distributed Epionce since she opened Ladd Family Pharmacy about 19 months ago. "It gets down to the cellular level and helps regenerate your skin naturally at a quicker rate. They're safe products."

In Asia and elsewhere, doctors don't sell skin products and there aren't medical spas, so Episciences needed to find other strategies for distribution, she said.

Stack declined to share company revenues but said it saw double-digit growth from 2008 to 2009. The company will introduce a new skin product in April.

Thornfeldt and Episciences' esthetics education director Krista Bourne just published "The New Ideal in Skin Health: Separating Fact from Fiction," a textbook for doctors, estheticians and other skin care professionals.

"We saw a need for a no-nonsense, practical guide that will help skin care professionals differentiate between marketing language and the ingredients and practices that will deliver real results," Thornfeldt said.