

## European Business Awards 2010:

### Schick Medical from Rottweil is nominated for the category of innovation

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Schick Medical stands out as the sole German company which sites itself in this year's European Business Awards in the category of innovation. The young company developed SQOOM concept – a pioneering concept for both the medical and cosmetic field of healthy skin. SQOOM concept allows a successful treatment for chronic skin disease and pain as well as skin aging and other indicators caused by the aging process. The skin regeneration relies on the natural and physical active principle of SQOOM.

#### ***European Business Awards***

Awarded to companies from the 27 countries of the European Union, the European Business Awards will be bestowed in ten categories for the fourth time. Particularly pioneering and sustainable concepts are common attributes of the nominees. The award ceremony has evolved to a platform for innovative and visionary firms and companies. London's banking house HSBC is the sponsor of the prestigious awards. An international committee of experts will evaluate the applicants in September. On November 16<sup>th</sup> 2010 the actual category winners of the awards will be announced in Paris.

#### ***Natural and physical active principle***

Initially developed for purely medical purposes, the Schick Medical method has also made an impact on the field of sustainable anti-aging. Both product lines SQOOM antiAge and SQOOM med are based upon the same, innovative key-and-lock principle. Specifically developed gels are applied on the skin with the help of a hand-held device. The sonic-top of the device linked with the ionization penetrates the outer skin layers with ultrasonic sound. Due to this, the active ingredients of the gel directly work on the damaged parts. Depending on the gels' formula they can bolster up wrinkles, relieve neurodermatitis, psoriasis and acne. Furthermore, it can help allay pain in muscles and tissue. The innovative concept relies solely on a natural and physical principle without the aid of chemical ingredients. "SQOOM concept has been developed as a sound and scientifically founded holistic active principle. Now, we are looking forward to bring it to international markets in cooperation with our various partners. Amongst others, these are pharmacies, doctors and medical specialists, cosmetic institutes and qualified beauticians as well as perfumeries," says Helmut Schick, CEO of the ambitious Schick Medical AG. The application possibilities for SQOOM concept are basically unlimited and can be applied to various inner and outer ailments of the human skin and tissue. According to the philosophy of the company, each and every field of application has to contribute to sustainable health prevention and promotion.

Please find enclosed some images of SQOOM concept:

Image 1 – The hand-held device of SQOOM and charger

Image 2 – The hand-held device of SQOOM and two exemplary SQOOM antiAge gels

For further information about the European Business Awards and the nominated companies, please go to [www.businessawardseurope.com](http://www.businessawardseurope.com).

For questions pertaining to Schick Medical AG and SQOOM concept, please go to [www.schick-medical.de](http://www.schick-medical.de).

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