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FOR IMMEDIATE RELEASE

April 30, 2013 CINCINNATI – The owners of Cincinnati's newest laser treatment center, Teresa Wade and Terry Lindquist, are proud to announce the opening of Re.You Studio, their studio Medi-Spa in Hyde Park. Re.You Studio offers some of the world's most sophisticated technology in delivering tattoo removal, hair removal, skin rejuvenation and laser nail fungus treatments.

But beyond offering modern technology services to clients, what sets Wade and Lindquist apart is their personal approach to their clients' lives.

“We aim to offer our clients a different perspective on life,” said Lindquist. “This isn't about vanity. It's about reclaiming yourself, your body and your self confidence.”

According to a 2012 study conducted by the British Association of Dermatologists, nearly one third of people who get tattoos end up regretting their decision. Other studies suggest up to half consider removing their tattoos. Each day people have to see their tattoos or skin conditions in the mirror, while they dress, or more often. This can cause embarrassment, limit career choices, and even affect relationships. That tattoo you got when you were 18 might not describe your personality 20 years later.

“That's part of the reason we named the business Re.You Studio,” said Wade. “It's a chance for a do-over, and people are really taking that to heart. Some people think tattoo removal isn't a big deal, but for some people it is. For these people, their regrets follow them in real ways each day.”

Lindquist and Wade bring with them years of professional experience in the healthcare and legal industries.

Lindquist brings over 20 years of experience in the healthcare industry, currently at Cincinnati Children's Hospital. Wade practiced law in the litigation group at a local law firm. The two became friends after carpooling their children to swim practice years ago. Both enjoyed their respective fields, but wanted to venture into new territories, and felt it was the right time because of the economy.

“Over the past five years a different model for laser services has emerged,” said Lindquist, “beginning on the West coast and taking off in other cities. This new model – our model – is a more laid back environment, still clean and safe, with state of the art lasers, but more accessible, not intimidating, and at a more affordable price point.”

In the state of Ohio, a physician is required to perform all laser tattoo removals. Lindquist used her healthcare network to find qualified physicians and staff for their business, while Wade has been able to navigate the legal and operational hurdles that come with starting your own business. Together, the two have created something more than their parts combined – a business that is able to permanently change people's lives.

ABOUT Re.You Studio

The Re.You Studio concept was born in March of 2012 by long-time friends Teresa Wade and Terry Lindquist. The two spent over a year researching and writing their business plan, seeking guidance from Cincinnati-based startup accelerator, Bad Girl Ventures, SCORE, and other mentors. Re.You Studio officially opened in March of 2013 and is located at 3330 Erie Avenue in East Hyde Park.

Wade boasts a background as an attorney, where she worked at Cors & Bassett as well as the Hamilton County and City of Mason Prosecuting Attorney's Offices. Lindquist has an MBA from the University of Nevada and has spent the past 20+ years in healthcare management.

The two have built upon this foundation of experience to create a new business from the ground up in order to achieve a higher level of satisfaction in their personal and professional lives.

Re.You Studio Services

Laser Tattoo Removal. State of the art lasers direct energy at the ink in the tattoo for a fraction of a second. The laser energy passes harmlessly through the outer layer of your skin to directly target the tattoo ink. The laser fragments the ink into smaller pieces, which allows the body to absorb the ink and process it naturally.

Laser Hair Removal. State of the art lasers are used to reduce the amount of unwanted hair fast, easy and virtually painlessly. The laser emits gentle pulses of energy that pass through the skin to the hair follicle. The energy is then absorbed into the hair follicle to destroy it so that the hair can never grow back again.

Skin Rejuvenation. State of the art lasers will use light energy to gently penetrate deep into the skin to even out skin tone, improve texture, shrink pore size, reduce active acne and clogged pores, improve melasma, and reduce fine lines and wrinkles. It boosts collagen in the skin and gives the face an over all glow.

Removal of Sun Spots/Unwanted Pigment/Brown Spots. State of the art lasers will direct laser light energy at brown spots, freckles and unwanted pigment to vibrate and shatter the pigment and break the melanin into micro-particles, lightening and removing the dark aging spot.

Laser Nail Treatments (treatment of toenail fungus). State of the art lasers will direct a unique combination of wavelength and pulse structure which is absorbed by the fungus that lives under the nail, without causing damage to the nail or the surrounding skin. At the time of the procedure the nail will not become clear instantly – it takes time to grow out.

Electrolysis. Electrolysis is a safe, comfortable and medically approved procedure for permanent hair removal. The hair is safely removed by the insertion of a sterile probe through the hair follicle, destroying the source of nourishment to the hair.