

MUCH ADO ABOUT AGING—

‘Define Yourself’ online community brings women’s conversation to life as they candidly debate the topic of aging

FOR IMMEDIATE RELEASE April 24, 2007. SWINGThink, a Toronto-based marketing and research boutique specializing in helping companies understand and communicate with women today announces the launch of an online community www.defineyourself.ca featuring a group of six Canadian women sharing the truths about aging in a way we have never heard it before.

The online community, designed and developed by SWINGThink on behalf of Medicis Aesthetic Holdings Canada (the marketer of Restylane), offers a non-branded, third party platform and forum for dialogue that appeals to women who accept the realities of aging but are interested in exploring the range of options that are available to them.

“This community explores how women who are coming of age feel about aging through the stories of six dynamic women, said Catharine Fennell, Partner, SWINGThink and creative director for the program. “While being au natural at sixty is an appealing concept, it is less practical in the execution for many women. Many women like to have options and choices for maintaining their appearance.”

The online community was developed after conducting research with a range of women between the ages of 35-55 and learning that women really wanted a place where they could go online to hear the opinions of and share experiences with other women as they contemplated this much debated topic.

“Research shows that today, we trust our peers more than we trust celebrity endorsements or even experts,” said Jennifer Evans, community specialist and Partner in SWINGThink.

“Communities enable women to hear from their peers on life decisions that they are contemplating and want input on – and enable organizations to understand the dynamics of how those decisions are being made.”

“Medicis is dedicated to really understanding the attitudes underlying women’s thinking as they contemplate the aging process,” said Alan Chan, Director of Marketing, Medicis Aesthetic Holdings Canada. “We are committed to investing in this conversation between women and understand that community is one of the best ways to do that.”

About SWINGThink

SWINGThink is a Toronto-based marketing boutique that works with businesses to help them understand, reach and build communities of women. SWING eliminates the guesswork by bringing women into the research and marketing process early. Visit www.swingthink.com for more information.

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