

**Zeno™, AT-HOME MEDICAL DEVICE USES THE SCIENCE OF HEAT**  
**TO CLEAR BLEMISHES SAFELY**

**FDA-cleared treatment in clinical trial shows that 90 percent  
of pimples treated improve or resolve within 24 hours**

Today's introduction of Zeno™, pioneered by Tyrell, Inc. brings a whole new way to effectively treating spots at home.

Zeno is the first FDA-cleared medical device designed for over-the-counter use on mild to moderate inflammatory acne. Combining revolutionary scientific, medical and electronic principles, Zeno uses proprietary ClearPoint™ technology to clear spots quickly using the science of heat. Zeno has been clinically proven to be safe and effective and, when compared with existing over-the-counter treatments, offers substantially better results with none of the typical side effects.

Tyrell's ClearPoint technology allows Zeno to deliver a precisely controlled low-level heat dose to the spot, causing *p. acnes*, the bacteria which brings about roughly 90 percent of all acne blemishes, to self-destruct. The temperature required for Zeno to be effective is below the point at which healthy skin may be damaged.

"Zeno represents a major advancement in the new category of home-based medical devices," said Wally Klemp, president and CEO of Tyrell, Inc. "People are absolutely amazed when they use Zeno. For the first time, they can take control of their skin and treat pimples the same day they appear, without the risk of drug-related side effects."

Zeno's treatment regime is two to three treatment cycles of two and a half minutes each over 12 to 24 hours. Zeno's internal microprocessors maintain the temperature within a fixed range, and an integral digital timer controls the treatment time. In an FDA-reviewed, controlled clinical trial, 90 percent of blemishes treated with Zeno disappeared or faded within 24 hours.

Zeno's development is the result of its inventor's sincere passion to provide a simple and effective solution for at-home acne treatment. After a large pimple appeared before an important board meeting, Tyrell, Inc., Chief Operating Officer Robert Conrad researched the existing science behind acne treatment, explored new options and got to work on a prototype that became the basis for ClearPoint technology.

"Pimples are a universal problem with very few quick or effective solutions," said Conrad. "Zeno is safe and hygienic, with a painless, straightforward approach. I created Zeno because we all know the frustration of having a pimple inevitably appear on that special day. Our natural reaction is to want to do something about it. Now you can."

Zeno can be used in conjunction with other acne treatments including over-the-counter and prescription medications. Zeno does not require a prescription and will initially be available online at [www.myzenoeurope.com](http://www.myzenoeurope.com) priced at £129 which includes the Zeno Acne Clearing Device, 90-count Treatment Tip, Wall Charger and Product Manual. Additional 90-count Treatment Tips can then also be purchased for £25.

**Further information and J-pegs available from Kilpatrick PR on 020 7381 6226**

### **About Tyrell, Inc. and Zeno™**

Established in Houston, Texas, in September 2002, Tyrell, Inc. is the leading pioneer in an exciting new category of home-based medical devices. The company was formed to develop and launch Zeno, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples.

## **Zeno Talking Points UK**

### **Acne Facts**

- There are approximately 14 million acne sufferers in Europe
- About 80% of people will have some degree of acne between the ages of 11 and 30, 14% of whom consult their general practitioner and 0.3% a dermatologist.
- About 3.5 million consultations with GPs occur in the United Kingdom annually for acne
- 9 out of 10 teenagers develop some degree of acne
- Acne affects 95% and 83% of 16 year old boys and girls respectively
- Most acne sufferers are aged 12 – 25
- The Dermatology Association suggest that the median age for patients being treated for Acne has actually increased from approximately 20.5 to 26.5 years of age
- Nearly 50% of all adult women and 25% of all adults face the skin disorder.
- Approximately 5% of women and 1% of men aged 25-40 years either continue to get acne lesions or develop acne (late-onset acne) after adolescence
- 20% of children miss school because of the condition
- 40% of schoolchildren with acne cannot concentrate on their studies
- 80% of adults suffer depression
- 83% of adults' self-confidence falls
- 84% of people suffer scarring
- 3 in 10 teenagers have acne bad enough to need treatment to prevent scarring.

- Up to 60% of affected people seek treatment for acne, which is often bought over-the-counter
- Hormonal imbalance is a key cause of acne pimple development
- As females age, birth control pills, ovarian cysts and pregnancy cause hormonal changes that can lead to acne

### **Product Facts**

- Zeno is the first FDA-cleared medical device designed for use at home on mild to moderate inflammatory acne
- Clinical trials demonstrated 90% of spots treated with Zeno either faded or completely disappeared within 24 hours
- Zeno's proprietary ClearPoint technology clears spots quickly with the science of heat, creating a controlled fever to treat the infection in spots
- Employs the time tested theory that heat is therapeutic to bacteria
- Zeno treats individual spots in two to three treatments of 2 ½ minutes each
- The secret to treating a spot successfully is to catch it as soon as you feel it
- Users report that Zeno is much less painful than common beauty rituals such as plucking eyebrows or waxing and it cannot damage or burn skin
- Zeno measures efficacy in hours rather than with days or weeks for other treatments
- Zeno launched in the US in June 2005

## **TYRELL, INC. COMPANY BACKGROUND**

Established in Houston, Texas, in September 2002, Tyrell, Inc., is the leading pioneer in the exciting new category of home-based medical devices. The company was formed to develop and launch Zeno™, a product set to revolutionize over-the-counter treatment of acne pimples. Utilizing proprietary ClearPoint™ technology, this electronic medical device applies sustained heat therapy to destroy the bacteria that causes common acne, dramatically reducing the healing time of pimples.

Tyrell, Inc. was founded by Robert Conrad, a man surrounded by a family of doctors and nurses and a history rich in medical discovery. The creation of Tyrell, Inc. and the groundbreaking Zeno is a result of his sincere passion to provide a simple and effective solution for at-home acne treatment.

After he read an article on heat shock response, and after the unfortunate appearance of a large pimple before an important board meeting, Robert and his brother, Dr. Charles Conrad, applied for a patent and the Tyrell, Inc. team got to work designing a Zeno prototype in 2002. In only two weeks of initial lab research, the team discovered that the technology behind Zeno wiped out 90 percent of acne-causing bacteria in a single two-and-a-half-minute treatment.

Recognizing that they had created a breakthrough device, the company presented their product to the Houston Technology Center (HTC) in late 2003, an important first step in officially launching Zeno. Once accepted into the HTC, Tyrell, Inc. was introduced to the Houston Angel Network (HAN), a group of investors focused on funding the development of privately held companies.

The HAN relationship produced an introduction to Walter V. (Wally) Klemp, now president and CEO of Tyrell, Inc. Klemp, an established entrepreneur, has founded three companies, one of which became number one on the Inc. 500 list of America's Fastest-

Growing Private Companies. Klemp was so impressed with Zeno that he signed on to provide valuable leadership in a variety of areas including capital funding, intellectual property protection and product development.

Tyrell, Inc.'s association with HTC also led to an introduction to the Space Alliance Technology Outreach Program (SATOP), a program administered by the Bay Area Houston Economic Partnership to help small businesses apply technical expertise derived from the U.S. space program. As a small business, Tyrell, Inc. was entitled to 40 hours of free NASA engineering expertise and advice through SATOP.

That resulted in the involvement of a thermal engineer from The Boeing Company who helped redesign the heating element at the tip of Zeno. The changes implemented with the help of the thermal engineer improved the efficiency and dramatically reduced the cost of the heating element, creating a more marketable price for Zeno.

Three short years later, Tyrell, Inc. launched Zeno through medical offices and medically-supervised spas and salons. Interest in Zeno quickly grew, and in Zeno's first year on the market, the product was honored with many awards including: *Allure* Magazine's 2005 "Best of Beauty Award," *Marie Claire* Magazine's "10 Best Gadgets for Girls," and *Popular Science* Magazine's 2005 "Best of What's New Awards."

As Zeno's popularity has grown, so has its availability. Today, Zeno is available through various retail outlets such as Bliss.com, select Nordstrom stores, Sephora.com, and most recently, Walgreen's.

**Further information and J-pegs available from Kilpatrick PR on 020 7381 6226**

## **Walter V. (Wally) Klemp President and CEO**

Wally Klemp has established a strong history of entrepreneurial achievement. Throughout his career, he has founded three companies and filed six U.S. patents. He now serves as president and CEO of Houston-based Tyrell, Inc.

In his current role, Klemp is charged with developing the core growth strategies of the business, building sales force momentum and providing overall leadership to the company. Klemp also directs the company's development of its key product, Zeno™, a medical device, intended for over-the-counter treatment of acne, that utilizes revolutionary new technology.

From 2001 to 2002, Klemp was founder, CEO and chairman of Syntronyx Global Corporation, a company formed to consolidate several electronics manufacturing service providers in three different countries to create a \$300 million niche player.

Before founding Syntronyx, Klemp served as founder, CEO and chairman of Drypers Corporation, at the time the sixth largest manufacturer of disposable baby diapers in the world. He started the company with a college friend in his basement in the mid-1980s and eventually built Drypers into a \$400 million publicly traded company, with 2,400 employees and operations in seven countries. Drypers received the Gold Edison Award from the American Marketing Association for the most innovative children's product of 1997, and the company was ranked number one on the Inc. 500 list of America's fastest-growing private companies in 1993.

Before founding Drypers Corporation, Klemp was a CPA with Coopers & Lybrand (now PricewaterhouseCoopers). Klemp earned a B.A. from Lewis & Clark College, graduating with honors as the business school's "Outstanding Accounting Scholar." While a student, he was also recognized as Oregon's state champion orator.

Out of the office, Klemp and his wife, Laura, enjoy spending time with their daughter. Among his many talents, he is an avid skier and cyclist and enjoys fitness, boating and woodworking.

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## **Robert (Rob) Conrad Chief Operating Officer**

Robert Conrad has always had a sincere passion for medical research in combination with product development. Considering that his background includes a family of doctors and nurses with a history rich in medical discovery, it is no wonder that the creation of Tyrell, Inc. and the groundbreaking Zeno™ evolved from his efforts.

After he read an article on heat shock response, and after the unfortunate appearance of a large pimple before an important board meeting, Conrad began work in 1997 on the early stages of what became the first Zeno prototype. In late 2002, during lab testing conducted with the assistance of Dr. Charles Conrad, M.D. (Robert's brother, a highly acclaimed neuro-oncologist at M.D. Anderson Cancer Center in Houston, Texas and chief medical officer of Tyrell), in only two weeks of initial lab research, it was confirmed that the technology behind Zeno wiped out 90 percent of acne-causing bacteria in a single two-and-a-half-minute treatment. The result was the birth of Zeno, a revolutionary new home-based medical device for over-the-counter treatment of acne.

As the founder and chief operating officer for Tyrell, Inc., Conrad oversees all clinical research and development of the Zeno device, including FDA approval.

Before he founded Tyrell, Conrad's entrepreneurial positions included president, CEO, and owner of a company that provided biologic testing services. He also previously served as founder, owner, and vice president of operations of Iatro Research, Inc., a biotech company primarily focused on microbiology and genetic engineering. His professional experience includes previous executive-level management positions in the financial industries. He has also filed two U.S. patents.

Conrad earned a B.S. in economics from Texas A&M University. Out of the office, Conrad enjoys spending time with his wife and two children and competing in triathlons.

## **Charles Conrad, M.D. Chief Medical Officer ZENO**

Charles Conrad, M.D., serves as Tyrell's chief medical officer. In this role, he has been instrumental in directing the application of Zeno™. His medical and microbiological background has proved to be invaluable in the developmental stages of Zeno technology. He has helped design and implement both preclinical and clinical testing of the Zeno concept and device.

Dr. Conrad earned his B.S. in microbiology from Texas A&M University and went on to study medicine at the University of Texas Medical School at Houston. He is an associate professor in the Department of Neuro-Oncology, Division of Cancer Medicine at the University of Texas M. D. Anderson Cancer Center in Houston, Texas.

The recipient of numerous honors, awards and grants, he has served as the principal investigator or co-investigator on nearly 70 protocols. He has 16 patents filed or pending and has been published over 70 times.

Dr. Conrad's professional memberships include Society for Neuro-Oncology, American Medical Association, American Academy of Neurology, Kansas City Neurology and Neurosurgery Society, Kansas City Round Table of Hematology/Oncology, North American Brain Tumor Consortium, American Association for Cancer Research and American Society of Clinical Oncology.

Out of the office, he enjoys spending time with his wife and three children as well as playing golf, reading and rebuilding project cars.

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## **Joe Tanner Vice President of Operations**

Joe Tanner joined Tyrell, Inc., in 2004 as vice president of operations and is responsible for all manufacturing and purchasing for the company.

Throughout his career, Tanner's experience has spanned a variety of industries. He has served as a state senator and state representative in the Washington state legislature, managing partner of a law firm, chief financial officer of a concrete company, and division president and chief operating officer of Drypers Corporation, an international baby diaper company. While at Drypers, Tanner worked with Tyrell's current CEO, Wally Klemp.

Immediately before joining Tyrell, Tanner was senior vice president, general manager and corporate officer of Three-Five Systems, Inc., a New York Stock Exchange-traded company specializing in electronics manufacturing.

Tanner earned a B.A. in economics from Harvard University and his doctor of jurisprudence degree from the University of Texas School of Law.

Tanner and his wife of 35 years have three children. Out of the office, Tanner enjoys travel, sports and white-water rafting.

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## **Lee Stranathan Vice President of Marketing**

Lee Stranathan joined Tyrell, Inc. in 2004 as vice president of marketing. In this role, Stranathan has a hand in everything from product and package development for the company's lead product, Zeno™, to pricing, promotion, advertising and sales efforts.

Throughout his career, Stranathan has developed a great breadth of experience in product and brand development, product distribution across multiple channels, and international business – all skills that translate well into his current position.

Lee's legacy of sales and marketing of consumer goods began at Anderson Clayton Foods, where he served as director of sales and marketing for 11 years. Stranathan then joined Zatarain's as vice president of sales and marketing, where he led the expansion of one of New Orleans' leading food brands into distribution throughout the southeastern United States.

Immediately before joining Tyrell, Stranathan was senior vice president of marketing at Igloo Products Corporation. During his tenure at Igloo, he was instrumental in developing the brand into international category leadership and expanding the product line into multiple new business segments.

Stranathan earned his B.B.A. from the University of Oklahoma. In addition to launching the latest device to revolutionize the treatment of acne, Stranathan is very active in his community. He is a board member and treasurer of the Deerfield Village Community Association, membership committee chairman of Pine Forest Country Club and a past board member of The Park People in Houston. He enjoys golf and spending time with his wife and son.

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