



Press Release

FOR IMMEDIATE RELEASE

Contacts: Patricia Vaccarino,
Managing Partner
Xanthus Communications
(206) 284 4122
patricia@xanthuscom.com

Dawn Collins,
Account Manager
Xanthus Communications
(206) 979 3380
media@xanthuscom.com

THE FRENCH CONNECTION FOR NORTHWEST BEAUTY ***Ms. Paule Attar and Dr. Henri P. Gaboriau form a creative collaboration***

Seattle, WA, September 28, 2006— Today it was announced that Ms. Paule Attar of the Bellevue-based European-style Paule Attar Salon and Spa and the Eastside facial plastic surgeon Dr. Henri P. Gaboriau have formed a creative collaboration. These two widely respected professionals have long-established reputations in the northwest as experts in beauty. Ms. Attar is a master-level hair stylist and esthetician, and Dr. Gaboriau is a leading facial plastic surgeon.

Since 1988 Ms. Paule Attar has been the president and the technical and creative director of the European-style Paule Attar Salon and Spa located in Bellevue, Washington. Ms. Attar has also owned two salons in Beverly Hills, California. Her formal apprenticeship was with Alexandre in Paris, France, one of the oldest and most respected hair salons in Europe. She also trained as an esthetician at the skin care institute Clytia in Paris.

Plastic Surgeon Dr. Henri P. Gaboriau has over 10 years of experience and expertise in the field of facial plastic surgery. Dr. Henri Gaboriau is Board Certified and a diplomate of both the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology/Head and Neck Surgery. He is also a member of the American Academy of Otolaryngology/Head and Neck Surgery, the American Academy of Facial Plastic and Reconstructive Surgery and the American College of Surgeons. He is one of a handful of plastic surgeons in Washington State who have been selected to serve as a member of the Medical Educational faculty for both Botox and Radiesse. Dr. Gaboriau is a leading national expert in the most advanced aesthetic medical treatments.

The collaboration between Ms. Attar and Dr. Gaboriau is purely creative and advisory. Both are expert and well studied in the art of French Beauty and how it is practiced in the Northwest. The French standard of beauty is a look often described as *au naturel*, understated, and professional. Emphasis is placed on lustrous hair, polished skin, a fresh face and minimalist make-up. The weekly magazine L'Express calls it "Le no makeup" look. French Elle describes the look as "Le bare face," or as "nude skin, shimmering slightly."

Renowned hair stylist Frédéric Fekkai recently commented about the difference between American and French women. "In New York," he points out, "there is a Starbucks on every corner. In Paris, there's an Institut de Beauté."

According to Paule Attar, "French women pay attention to achieving a glowing complexion and great hair." Some examples of French women whose discreet looks radiate an inner power and inner beauty include Juliette Binoche, Audrey Tautou, the young starlet Sara Forestier and the Socialist lawmaker Ségolène Royal.

By French standards most American women are considered heavily made-up and flashy. "Michèle Fitoussi, a columnist at French Elle magazine, described the painted-doll look preferred by many American women as "vulgaire."

According to Dr. Gaboriau, "In the iconoclastic Northwest women tend to consciously choose a look closer to the French standard-- one that is classic, elegant, often self-confident, and pays close attention to maintaining healthy, good looking skin."

NOTE to EDITORS and PRODUCERS: Ms. Paule Attar and Dr. Henri P. Gaboriau are available for interview. Ms. Attar and Dr. Gaboriau can discuss how the French standard of beauty is the number one look chosen by successful, professional women in the northwest. Ms. Attar and Dr. Gaboriau can provide examples of Northwest women who practice the French standard of beauty.

About Paule Attar Salon and Spa

Founded in 1988 by Mr. Heinz Mikulka and Ms. Paule Attar, the Bellevue-based Paule Attar Salon and Spa is known to be one of the finest in the Northwest. The salon has many of the best hair stylists in the region—all trained by Ms. Attar. The spa offers a full array of services from massage and nail treatments to full body and face pampering. Voted the best hair salon of Bellevue in 2005, and also featured in Seattle Magazine, the European style salon is known for its high standards, its high-powered clientele and best business practices. Located at 10223 NE 10th Street, Bellevue, WA 98004. Hours of operation are Monday 9am to 7pm, Tuesday to Friday, 9am to 8pm, Saturday 9am to 6pm, and closed Sunday. Please see <http://www.pauleattar.com> or 425 453 3288.

About Dr. Henri P. Gaboriau

A native of France, Dr. Henri P. Gaboriau received his medical degree from Tulane University Medical School in New Orleans, Louisiana. He also completed his medical studies in Paris XII University Medical School in Creteil, France. He completed his residency in Otolaryngology-Head and Neck Surgery at Tulane University Medical School in New Orleans and he completed his Fellowship in Facial Plastic and Reconstructive Surgery at the University of Washington in Seattle. An award-winning surgeon, in 2000, he opened the Sammamish Center for Facial Plastic and Reconstructive Surgery. Please see <http://www.sammamishfacial.com> or contact 425 898 1228.