

Miramar Labs' miraSmooth Procedure Featured on The Rachael Ray Show

SANTA CLARA, Calif., — September 14, 2016 — Miramar Labs, Inc., (OTCQB: MRLB), a global aesthetic company, announced today that its miraSmooth™ treatment was featured in the September 6th episode of “*The Rachael Ray Show*”, an award-winning and nationally syndicated daytime TV show.

The theme of the episode, “Can 3 High-Tech Beauty Treatments Improve Your Problem Areas – Forever?” featured Dr. Whitney Bowe, a New York based board certified dermatologist, highlighting the miraDry/miraSmooth procedure. Dr. Bowe spoke about the benefits of miraSmooth’s microwave technology, including the permanent reduction of underarm sweat and hair of all color. The complete segment featuring miraSmooth is available at

<http://link.brightcove.com/services/player/bcpid1822843140001/?bctid=5110220080001>.

“This is the only FDA-approved procedure that can permanently reduce sweat and reduce hair,” said Dr. Bowe. “In the past, when you talked about laser hair removal, the laser targets the pigment, so it only works if you have dark brown or black hair. Here you’re getting a 70 percent permanent reduction in hair growth, no matter what color your hair is, after one treatment.”

“miraDry/miraSmooth appeals to patients looking to avoid perspiration, odor, sweat-stained clothing or even the chemicals in deodorants and antiperspirants,” commented Mike Kleine, Chief Executive Officer of Miramar. “We find that it is truly an aesthetic concern and we have the clinical data that demonstrates we are able to meet these patient needs.”

About miraDry/miraSmooth

The miraDry® system is the only FDA cleared, non-invasive device that permanently reduces underarm sweat and hair of all colors as well as safely and effectively treats underarm odor. The miraDry/miraSmooth treatment is based on Miramar’s proprietary miraWave™ technology, which uses precisely controlled microwave energy. A single procedure includes both underarms and takes about an hour and a half to perform under local anesthetic. It is simple, safe and effective, satisfying the majority of patients with only one procedure. The procedure has over 90% patient satisfaction rate and is approved in over 40 countries with global IP protection.

About Miramar Labs

Miramar Labs, Inc.®, is a global medical device company dedicated to bringing innovative and clinically proven applications to treat unmet needs in the aesthetic marketplace. Supported by rigorous clinical research, Miramar Labs is focused on addressing medical conditions for which there are significant unmet clinical needs. The company’s first priority is the treatment of bothersome underarm sweat, an issue that hundreds of millions of people deal with daily. The miraDry® procedure has an established safety and efficacy profile with over 70,000 patients treated worldwide. Physicians and patients are encouraged to visit www.miramarlabs.com or www.miradry.com for additional information.

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