



INTUISKIN LAUNCHES ITS IOMA ESTHETICS CONCEPT AND WINS THE PIERANTONI INNOVATION AWARD

*The MEMSCAP Group subsidiary rewarded for the innovation of its IOMA ESTHETICS Concept
at the 38th International Congress of applied Aesthetics*



Grenoble, France and Durham, North Carolina, April 2, 2008 – MEMSCAP (NYSE Euronext: MEMS), the leading provider of innovative solutions based on MEMS (micro-electro-mechanical systems) technology, today announces that its subsidiary IntuiSkin, the specialist of innovative solutions dedicated to scientific analysis of the skin and its specific care, won the Innovation award for its IOMA ESTHETICS Concept, at the 38th International Congress of applied Aesthetics that took place in Paris from March 29 to 31.

The H. Pierantoni Innovation award is a tribute to the founder of the « Nouvelles Esthétiques » Congress and related Magazine. The jury, composed of doctors, journalists, press attachés, cosmetologists and aestheticians, studied and tested over 85 applications to identify the products, tools, machines, or concepts, representing a real innovation capable of transforming the practice and conception of esthetics, as well as of improving the quality of the services offered to the customers.

The IOMA ESTHETICS Concept, that IntuiSkin' 'IOMA Laboratoires' unveiled during the Congress, represents a drastically new approach to esthetics, while respecting its tradition.

Deriving from over 6 years of research and based on the understanding that each skin is unique, IOMA ESTHETICS is an innovative concept giving birth to truly efficient cosmetics through:

- Instrumental Cosmetics, IOMA Beauty Diag: A unique diagnostic and analysis tool to identify in no time the 7 main skin dysfunctions of the face ;
- Tradition Cosmetics, IOMA Cabin Skin Care: 7 cabin skin care protocols based on specific gestures and ritual combined to professional products, each treating one of the identified skin dysfunction ;
- Active Cosmetics, IOMA Beauty Pro Line: a small range of products for home use, with 7 products families identified by 7 colors and 7 numbers, acting directly and specifically on each of the 7 dysfunctions identified by the IOMA Beauty Diag.

This concept, that enables each woman and man to benefit from truly adapted skin care, is exclusive for Beauty salons and SPAs.

About MEMSCAP

MEMSCAP is the leading provider of innovative micro-electro-mechanical systems (MEMS)-based solutions. MEMSCAP standard and custom products and solutions include components, component designs (IP), manufacturing and related services. MEMSCAP customers include Fortune 500 businesses, major research institutes and universities. The company's shares are traded on the Eurolist of NYSE Euronext Paris S.A (ISIN: FR0010298620-MEMS), where MEMSCAP belongs to the Next Economy segment. More information on the company's products and services can be obtained at www.memscap.com.

About IntuiSkin

IntuiSkin is a fully owned subsidiary of the MEMSCAP Group. It is the provider of innovative Skin dedicated systems, products and services for a wide variety of applications and fields. Leveraging on the Group expertise, experience, vast patent portfolio, and years of research dedicated by its teams, as well as on the validation of its Products by the Scientific and cosmetic most renowned names, it has developed and created a unique technology that puts Science at the service of your Skin. IntuiSkin provides each skin with tomorrow's products, in order to cater for its specific needs. For more information, <http://www.intuiskin.com>.



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