

**New APRIL® Face Aging Software shows you how you will look in the future if you put on weight or are obese**

Toronto, ON/Washington, D.C. (October 31, 2011) – Aprilage Inc., the creator and developer of the APRIL® Face Aging software, today announced the launch of the APRIL® BMI Predictor at the 139<sup>th</sup> Annual American Public Health Meeting and Exposition in Washington, D.C. APRIL®’s BMI (Body Mass Index) Predictor enables someone to see what they will look like as they get older, with various levels of elevated body mass added. The BMI Predictor joins the “Smoking Effects module” and “Sun Exposure Effects module” in APRIL®’s suite of products for public health and medical practitioners worldwide who are focused on prevention, education, counselling, and research.

The APRIL® BMI Predictor automatically adds the user’s selected BMI levels to their face. Users will choose the BMI level they want to add, for example, “28”, “32”, “37”, or “40”<sup>1</sup>. The user can also select the age, up to age 72, they wish to see themselves aged.

The APRIL® Face Aging Software works from a standard 2D digital photograph of a person’s face, and “ages” it by applying the aging characteristics based on a statistical database of thousands of people of various ethnic backgrounds. Anyone from age 7 – 70 can be aged, and results are displayed in side-by-side, comparative photos that can be printed, emailed, or shared on Facebook.

“APRIL® has been shown in independent research to be a powerful visual tool in the health professional’s toolbox,” said Ron Estey, Managing Director, Aprilage Inc. “The BMI measure is used to assess how much an individual’s body weight departs from what is normal or desirable for a person of his or her height and gender. Being able to show someone what they will look like at a particular BMI level and age can be a powerful starting point in a discussion about health and wellness and positive lifestyle behaviours.”

The APRIL® Face Aging Software will be presented live at Booth 5065 until Nov. 2 at the Walter E. Washington Convention Center in Washington, D.C.

About Aprilage and the APRIL® Face Aging Software:

Aprilage Inc. is the creator and developer of the APRIL® Face Aging Software which is used globally in health, science, education and law enforcement. Starting with a simple 2D digital photograph, the software ages the image of a person’s face and shows people how they will look as they get older by applying aging characteristics based on a statistical database of thousands of people. Health and lifestyle effects such as smoking, sun exposure, and BMI (body mass index) can also be applied to display a side-by-side, comparative aging. APRIL® can produce face agings over various time spans from childhood to old age, and for multiple ethnicities.

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<sup>1</sup> The [WHO](#)<sup>[8]</sup> regards a BMI of less than 18.5 as underweight and may indicate [malnutrition](#), an [eating disorder](#), or other health problems, while a BMI greater than 25 is considered overweight and above 30 is considered [obese](#). These ranges of BMI values are valid only as statistical categories when applied to adults, and do not predict health.