



## NEWS

### FOR IMMEDIATE RELEASE

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### **Cynosure Receives FDA Clearance For Apogee® Elite™ “2-in-1” Laser**

**Chelmsford, MA (March 30, 2004)**—Cynosure, Inc., a leading developer and manufacturer of cosmetic and medical lasers, announced that it has received government clearance for its new Apogee® Elite™ product, a combination of Alexandrite + Nd:YAG lasers.

"This clearance allows us to offer a “one-for-all” system that permanently removes hair regardless of skin type, eliminating the need for two separate lasers. The Elite combines 2 highly versatile wavelengths in a new, compact size. In addition, it is designed to be used for multiple applications, including Cynosure’s popular LaserFACIAL, as well as leg and facial veins”, said Marina Kamenakis, Director of Marketing.

“For the first time, the Apogee Elite offers complete hair removal in a single unit,” said Dr. Robert A. Weiss, Dermatology Associates, Maryland Laser, Skin, and Vein Institute. “The combination of the 755nm and 1064nm wavelengths are essential for treating all skin types. The 1064nm wavelength has proven effective in treating facial and leg veins. The 755nm wavelength can be used to treat solar lentigines. In addition, the air-cooling system used with the laser is preferred by our patients.”

"The number of laser hair removal treatments in the U.S. continues to grow by 25% per year and will exceed 1 million in 2004, according to the 2003 ASAPS statistics,” said Michael R. Davin, President and CEO. “Laser hair removal is the second most popular treatment after Botox® injections and, therefore, is one of the core services for the cosmetic practice. Other non-ablative treatments, such as the LaserFACIAL™, are growing significantly as well.”

For more information, call Cynosure at 800-886-2966 and visit [www.cynosurelaser.com](http://www.cynosurelaser.com).

### **About ASAPS**

The 2100-member American Society for Aesthetic Plastic Surgery (ASAPS) is the only plastic surgery organization devoted entirely to the advancement of cosmetic surgery. ASAPS, working with an independent research firm, has compiled 7-year data for procedures performed 1997-2003 by multiple specialists, including plastic surgeons, dermatologists and otolaryngologists. Results of the survey were used to project national data on the number of cosmetic procedures performed in 2003 by nearly 23,000 physicians. The survey data has a standard error of +/- 3.92 percent at a 95 percent level of confidence.

### **About Cynosure**

Cynosure develops, manufactures, and markets laser technology products at its Chelmsford, Massachusetts headquarters for worldwide distribution. The company’s extensive product line includes

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Where art and science meet.

the VStar™ pulse dye laser for vascular, birthmark and facial treatments, the Apogee™ family of hair removal lasers, the Tri-Star™, Apogee® Elite™, Acclaim™ and SmartEpil™ multi-application cosmetic lasers, the PhotoLight® pulsed light system, the Tri-Active® LaserDermology™ for cellulite treatment and therapeutic massage and the PhotoGenica® SV for surgical ENT applications.

In 2002, El. En., Italy's leading laser developer and manufacturer, acquired a majority position of Cynosure, Inc. The product mix of the two companies is highly complementary and will provide opportunities for growth through an increased mix of products and wider coverage of global markets. El. En. and Cynosure are working closely to optimize joint production processes, research and development efforts, and to exploit worldwide distribution channels.

Today, over 5000 of Cynosure and El.En. lasers and light-based systems are installed around the world and are used in treating a full range of conditions.

Cynosure has offices in the United Kingdom, France, Germany, Singapore and Japan, and has forged a strategic partnership with Suzhou Cynosure Medical Devices in Suzhou, Peoples Republic of China. Cynosure's global reach extends to more than 60 nations and has given the company worldwide recognition in physician practices.

Cynosure was founded in 1991 by Dr. Horace Furumoto, who also founded Candela Corp.

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