

NEWS

FOR IMMEDIATE RELEASE

Contact: Evan Sherr, Marketing
800-886-2966 Ext. 727

Cynosure Lasers Are Covered Under New CPT Codes for Psoriasis Treatment

Chelmsford, MA, (March 4, 2003)—Cynosure, Inc. today announced that its family of PhotoGenica® lasers for the treatment of psoriasis and other inflammatory skin conditions is now covered under a new CPT® code implemented today by the American Medical Association.

CPT (Current Procedural Terminology) is the most widely accepted listing of descriptive terms and identifying codes for reporting medical services under public and private health insurance programs.

CPT codes are issued and updated yearly by the AMA in a publication that reflects significant changes in medical technology and practice. The 16-member CPT Editorial Panel approved the proposal for the new code submitted by the American Academy of Dermatology in 2002.

Cynosure, a leading developer of lasers used in cosmetic medicine, received government clearance in March, 2001 for the treatment of psoriasis using a unique patent-pending protocol, and its pulse dye technology.

“We were very pleased to have received such prompt clearance since it now opens the door to psoriasis sufferers around the world to our proven laser technology,” said Horace Furumoto, Ph.D., President and CEO. “This new CPT code will be of enormous help to the entire health care profession since it will standardize and streamline billing and tracking of psoriasis laser treatment.”

Psoriasis today afflicts an estimated six million individuals in the United States and an additional 10 million throughout Europe, Asia and the rest of the world. Nearly 70% suffer from mild plaque psoriasis, which affects about 5% to 10% of body areas, typically in very visible areas such as elbows, knees, and hands.

More information on Cynosure’s complete product line is available from the company at 800-886-2966 or www.cynosurelaser.com.