



NEWS

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Contact: Rebekah L. Lazarou
800-886-2966 Ext. 377
rlazarou@cynosurelaser.com

Cynosure Signs Europe Skin Care Avenue Corp. / Europelab As its U.S. Salon and Spa Distributor

Chelmsford, MA (December 2, 2003)—Cynosure, Inc., a leading developer and manufacturer of lasers and pulsed light sources, announced today that it has signed Europe Skin Care Avenue Corp. / Europelab as distributor of its cosmetic product line for the rapidly growing U.S. salon and spa market.

Europelab, headquartered in Montreal, has been commercializing salon/spa products successfully in the U.S. since 1996 and is recognized for its comprehensive technical and educational programs.

“One of the founders of Europelab and their Director of Education, Manon Pilon, has been at the forefront of the skin care industry for nearly 20 years”, said Michael R. Davin, CEO. “We are fortunate to have her company introduce Cynosure’s cosmetic products into this new market for us. To continue our success world-wide in existing and promising new markets, we need proven market-specific distribution channels such as Europelab.”

In the U.S., overall U.S. spa revenues doubled from 1991 to 2001, jumping from \$5 billion to \$10.7 billion, while the number of spa outlets increased from 5,300 in 1999 to 9,632 in 2001. Consumers paid 156 million spa visits in 2001, up 71% since 1999, according to a study conducted by PriceWaterhouseCoopers for the International Spa Association and recently reported on www.trendsetters.com. According to figures recently stated by the Spa & Resort Expo and Conference, both medical spas and resort/hotel spas have increased by over 140% between 1997 and 2002. Mintel International Group’s US Day Spas Market Report predicts that “day spas with medical physicians will be in demand as clients seek botox injections or collagen to stave off the signs of aging.”

“Our customers are always looking for new services for their clients”, commented Mrs. Pilon. “New services mean growth. And Cynosure’s products are designed especially for our high-end spa and salon customers, particularly those with aesthetic medical affiliations.”

Europelab will distribute several of Cynosure’s cosmetic products, including:

- The **TriActive®** for **LaserDermologySM** combines the actions of 6 diode lasers, localized cooling and mechanical massage to smooth and tighten skin, on the face and full-body.
- The **Smartepil II** Nd:YAG system is a multi-purpose laser for hair removal, facial and leg vein, and skin treatments.

For more information, call Cynosure at 800-886-2966 and visit www.cynosurelaser.com or call Europelab at 800-263-8888 and visit www.methodephysiodermie.com.

**10 Elizabeth Drive
Chelmsford, MA 01824
T 800.886.2966 - F 978-256-6556
www.cynosurelaser.com**



About Europe Skin Care Avenue Corp. / Europelab

Europe Skin Care Avenue Corp. / Europelab is headquartered in Montreal, Canada, and is an exclusive distributor of specialized European Skin Care Products and services to the beauty professionals; Day Spas, Spas, Clinics and Beauty Centers, throughout North America.

Europelab provides the best Skin Care Products and services presently available in the industry, along with comprehensive technical and educational programs. The co-founder and Director of Education for Europelab, Mrs. Manon Pilon, has been commercializing exclusively, the Physiodermie Méthode across the United States since 1996.

Mrs. Pilon has engaged nearly 20 years in the skin care industry as an esthetician spa owner, morpho-lymphatic drainage and morpho-digestive specialist, massage therapist, founder of the most prestigious day spa chain and of a renowned school of esthetics in Montreal. She is also the international educator for the Physiodermie Swiss line, one of the most recognized motivational speakers on advanced skin care and marketing and has lead conferences in Europe, Japan, Asia and South America. She also consults for spas around the world. She has been a guest speaker at Les Nouvelles Esthétiques in Paris. She has developed an advanced skin care program for private school consisting of 1,350 hours on skin only. She was named Business Woman in 1992 and 1996, is the award-winner of the Marketing Alpha 1997, the Distribution Alpha 1999 and has been a finalist in the 1999 Canadian Woman Entrepreneur of the Year Awards.

In 2002, Europelab was awarded the SME award by the National Bank of Canada.

For more information call 800-263-8888 or visit www.methodephysiodermie.com.

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 the PhotoGenica® family of vascular treatment/facial treatment lasers, the Apogee™ family of hair removal lasers, the Acclaim™ and SmartEpil™ multi-application cosmetic lasers, the PhotoLight® pulsed light system and the Tri-Active® LaserDermology for cellulite treatment and therapeutic massage., and the PhotoGenica® SV laser 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 offering 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 4000 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.

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Where art and science meet.

Cynosure's global reach extends to more than 60 nations and has given the company worldwide recognition in physician practices.

For More Information on Market Data

Visit www.trendsetters.com , www.thespaassociation.com , and <http://spas.about.com> .

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