



News

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Cynosure's TriStar™ Laser Selected by New York's Juva® Skin & Laser Center and Medispa®

Chelmsford, MA (April 20, 2004)---Cynosure, Inc., a leading developer and manufacturer of cosmetic and medical lasers, announced today that the Juva Skin & Laser Center and Medispa has selected its new "3-in-1" TriStar™ laser system for Juva's New York location.

"The TriStar will allow us to optimize our laser treatments for acne and acne scarring, leg and facial veins, pigmented lesions, non-ablative skin treatments, wrinkle treatments and treatment of vascular conditions", said Dr. Bruce Katz, founder and director of Juva.

"We can use the different laser capabilities in the TriStar to combine treatments for the best results. For example, non-ablative skin treatment can include one laser light wavelength for reducing overall skin redness and pigment, another for treating larger facial veins, and still another for deeper collagen remodeling. And it can all be accomplished with one device, in the same treatment session, which makes it very convenient for our patients", Dr. Katz continued.

"The Juva Skin & Laser Center and Medispa is one of the premier medispas in the U.S. We plan to work closely with the Juva staff to best understand the needs of this new and rapidly expanding market segment," said Michael R. Davin, Cynosure President and CEO.

The Juva Skin & Laser Center and Medispa is located at 60 East 56th Street and is one of the largest aesthetic centers and medispas in Manhattan. Dr. Katz was recently named "one of the best doctors in New York" by New York Magazine.

For more information, call Juva Skin & Laser Center and Medispa at 212-688-5882 and visit www.juvaskin.com or call Cynosure at 800-886-2966 and visit www.cynosurelaser.com.

About Juva Skin & Laser Center and Medispa

Juva Skin & Laser Center and Medispa was founded in 1999 by Dr. Bruce Katz, who is also Associate Clinical Professor, College of Physicians and Surgeons, Columbia University, and Director, Cosmetic Surgery & Laser Clinic at Mount Sinai School of Medicine, New York. The Center and Medispa offers a full range of services including body treatments, cellulite

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treatments, cosmetic surgery, dermatology, medically-based facials, makeup, massage, medical and aesthetic laser procedures, and laser hair removal. With 40 staff members, including four dermatologists and a plastic surgeon, the facility occupies over 5000 square feet and is AAAHC-accredited.

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 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

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