



## News

### FOR IMMEDIATE RELEASE

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

### **Cynosure and Herbst Lazar Bell Partner To Combine Art with Technology for Physician Laser Market**

**Chelmsford, MA, (February 19, 2004)**—Cynosure, Inc., a leading developer and manufacturer of lasers and pulsed light sources, announced that its Aesthetic Medicine Group has selected Herbst LaZar Bell (HLB) to redesign its products for the office-based physician market. The Aesthetic Medicine Group markets these cosmetic surgery products to over 60,000 office-based physician practices in the U.S., including dermatologists, plastic surgeons, facial plastic surgeons, oculoplastic surgeons, family practice, gynecologists, and other specialties.

The newly designed products include those for laser hair removal, “lunch time” facial treatments, leg and facial veins, photodamaged skin, acne and pigmented lesions. The products will be released at this year’s annual meetings of the American Academy of Dermatology (AAD), American Society of Aesthetic Plastic Surgeons (ASAPS), American College of Obstetrics and Gynecology (ACOG), and other associations. These products fulfill a broad range of office-based physician market requirements, which combine optimal clinical results and artistic presentation for the cosmetic patient.

Herbst LaZar Bell is a leader in the category of product design and nurtures and embraces new millennium design trends. On average, HLB wins nearly a dozen nationally recognized design awards each year for innovation and product development, including the coveted IDEA and ID Annual Design Awards, Good Design awards from the Chicago Athenaeum, and recognition from Appliance Manufacturer Magazine among others.

“We have chosen HLB as our product designer because of their extensive track record in identifying dominant design trends,” said Michael R. Davin, CEO. “We are pleased with this partnership because it supports our strategy to focus Cynosure’s resources where the greatest value is added. This decision to redesign our aesthetic medicine products was based in large part to market input. Our customers need high technology products that provide important cosmetic procedures but in aesthetic, artistic packaging that meet patients’ expectations.”

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

### **About Herbst LaZar Bell**

**10 Elizabeth Drive  
Chelmsford, MA 01824  
T 800.886.2966 - F 978-256-6556  
[www.cynosurelaser.com](http://www.cynosurelaser.com)**



Herbst LaZar Bell Inc (HLB) creates and implements innovative strategies for driving successful new products to market, specializing in the medical, consumer, electronic and industrial marketplaces. HLB is responsible for such diverse and widely recognized designs as the Motorola NFL Coaches Headset, the Mobile One Oil Bottle, the Papermate Liquid Correction Pen, lifesaving products such as ZOLL AED Plus defibrillator, Celsion's breast cancer treatment system, and virtually thousands of other products and inventions. Consistently named one of the top ten design firms in the world by Business Week magazine and the Industrial Designers Society of America (IDSA), HLB offers turnkey innovation and select services in market research, industrial design, engineering and prototyping. Offices are located in Chicago, Boston and LA. Visit [www.hlb.com](http://www.hlb.com) for more information.

### **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, 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 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, more than 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.

**10 Elizabeth Drive  
Chelmsford, MA 01824  
T 800.886.2966 - F 978-256-6556  
[www.cynosurelaser.com](http://www.cynosurelaser.com)**