



## NEWS

### FOR IMMEDIATE RELEASE

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### **Cynosure's New Apogee Elite™ Laser Selected by Romeo & Juliette Laser Hair Removal Center in Manhattan**

#### ***The Center Sees Rapid Growth in Demand with Men Making Up 60% of Clients***

**Chelmsford, MA (May 18, 2004)**---Cynosure, Inc., a leading developer of laser and light-based solutions for aesthetic medicine, announced today that Romeo & Juliette Laser Hair Removal Center has selected Cynosure's new **Apogee Elite™** "2-in-1" hair removal laser for the Center's East 57<sup>th</sup> Street location in Manhattan.

"New York is a very diverse community with people from all over the world. Because our center is devoted exclusively to laser hair removal, we want to be able to treat everyone who might inquire about treatments, regardless of skin or hair type," said Christian Karavolas, Romeo & Juliette's director. "Having a laser like the Apogee Elite allows us to treat the entire spectrum of skin and hair, no matter the amount of pigment (melanin), especially when we add the SmartCool™." SmartCool is Cynosure's skin-cooling system that provides the ultimate in comfort for cosmetic laser treatments.

"Laser hair removal in New York City is growing exponentially," Karavolas continued, speaking in Romeo & Juliette's Romanesque interior design setting. "Sixty percent of our clients are men between the ages of 25 and 40, who come to us for treatments of the back, chest, arms and even private parts. Women are typically between 23 and 35 and request facial, bikini, leg and underarms treatments. Three of our clients are triplets, each of whom is having nearly identical full-body treatments."

"Our Cynosure hair removal lasers are so effective that we offer a guarantee with results based on age, skin and hair types, and health. We are even effective in treating tanned skin during the summer months."

Michael R. Davin, Cynosure President and CEO, added: "In 2003 laser hair removal was second in popularity only to Botox® treatments, according to the American Society of Aesthetic Plastic Surgeons (ASAPS), and, from the interest we have seen, we anticipate the number to be over 1 million treatments this year. It is important that we develop lasers that

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allow everyone, regardless of gender, nationality, race or age, to be treated, and we are pleased that Romeo & Juliette is benefiting from our technological advances.”

The Romeo & Juliette Laser Hair Removal Center is located at 38 East 57<sup>th</sup> Street between Park and Madison avenues in New York City. The center is open seven days a week. For more information, call Romeo & Juliette at 212-750-2000 and visit [www.romeojuliettelaserhairremoval.com](http://www.romeojuliettelaserhairremoval.com) or call Cynosure at 800-886-2966 and visit [www.cynosurelaser.com](http://www.cynosurelaser.com).

#### **About Romeo & Juliette Laser Hair Removal Center**

Romeo & Juliette Laser Hair Removal Center is a Center of Excellence for Cynosure Inc. product training. For a schedule of upcoming 2004 workshops, visit [www.cynosurelaser.com/workshopsched.html](http://www.cynosurelaser.com/workshopsched.html).

The Center uses the world's most advanced treatments for hair removal, including Cynosure's SmartEpil II™ Nd:YAG laser and Apogee Elite combination alexandrite/Nd:YAG laser. The Center's goal is to provide year- round treatments in an effective manner, even in the summer when many clients want to enjoy the sun. Discounts are offered with treatment or multiple area packages. The center is a member of the New York Laser Hair Removal Specialists.

#### **About Cynosure Inc.**

Cynosure develops, manufactures, and markets laser technology products at its Chelmsford, Massachusetts headquarters for worldwide distribution. The company's extensive product line includes the V Star™ pulse dye laser for vascular, birthmark and facial treatments, the Apogee™ family of hair removal lasers, the TriStar™ Aesthetic Workstation, the Apogee® Elite™, Acclaim™ and SmartEpil™ multi-application cosmetic lasers, the PhotoLight® pulsed light system, the TriActive® 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,

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Where art and science meet.

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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