



## NEWS

### FOR IMMEDIATE RELEASE

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### **Cynosure Unveils New TriStar™ “3-in-1” And Apogee® Elite™ “2-in-1” Laser Systems at AAD**

***Company Will Exhibit Its Newest Technologies at the American Academy  
of Dermatology Meeting, Washington, DC, February 6<sup>th</sup> to 11<sup>th</sup>***

**Chelmsford, MA (February 3, 2004)**---Cynosure, Inc., a leading developer and manufacturer of cosmetic and medical lasers, will demonstrate its two newest products at the February American Academy of Dermatology (AAD) Meeting (**Booth # 1937**) in Washington, DC.

"These two systems provide today's cosmetic dermatology practices with multi-application capability in aesthetic space-saving designs. As the number of cosmetic surgery procedures continues to grow annually at double-digit rates, it is important to provide 'turn-key' solutions for practices starting or expanding their practices", said Marina Kamenakis, Director of Marketing.

The new **TriStar™ Aesthetic Workstation** includes 3 lasers in the same footprint as previous 1-laser systems, building on the V Star™ pulse dye technology framework. With the 3 "most popular" wavelengths (595nm, 1064nm, 1320nm), the dermatologist can provide the most requested aesthetic patient treatments. These include treatment of acne and acne scarring, leg and facial veins, pigmented lesions and non-ablative skin treatments, wrinkle treatments and treatment of vascular conditions.

The range of wavelengths along with pulse widths and spot sizes allows physicians to combine treatments for the best results. For example, non-ablative skin treatment can include using 595nm for overall skin redness and pigment reduction, 1064nm for larger facial veins, and 1320nm for deeper collagen remodeling. And it can all be accomplished with one device, in a single treatment room, saving time and space.

The **Apogee® Elite™**, Cynosure's new combined Alexandrite + Nd:YAG, has the ideal wavelengths for laser hair removal. The Alexandrite (755nm) and the Nd:YAG (1064nm) can treat the broadest spectrum of skin and hair types, including tanned skin. The combined therapy of both wavelengths for the same patient will treat the most persistent conditions.

In addition the 1064 nm wavelength provides a highly versatile treatment for vascular conditions, such as facial and leg veins. With the micro second technology of the 1064 nm, this wavelength plus the 755 nm can be combined to treat both redness and brown pigment resulting in healthier looking skin. The **Apogee® Elite™** combines these 2 versatile wavelengths in a new, compact size, at an economical price.

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Michael R. Davin, CEO, said: "We are pleased to introduce two new systems engineered at Cynosure. The **TriStar™** is designed for the new practice, providing full aesthetic laser capability. This "Aesthetic Workstation" is the result of a scientific breakthrough by our award-winning R&D Group, combining for the first time these 3 lasers in 1 box. The **Apogee® Elite™** ends the debate of which laser is ideal for hair removal. We combined the optimal laser wavelengths in one system. The **Apogee® Elite™** is designed for the practice that wants to add hair removal or upgrade their older system to treat all skin types, while adding other cosmetic treatments."

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

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