



## NEWS

### **FOR IMMEDIATE RELEASE**

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### **Cynosure's Cellulite Treatment Featured This Month in 'Woman's World' Magazine**

**Chelmsford, MA, (May 4, 2004)**—Cynosure, Inc., a leading developer and manufacturer of cosmetic and medical lasers and pulsed light systems, announced that its TriActive™ LaserDermology<sup>SM</sup> device is featured in the April 27<sup>th</sup> issue of **Woman's World** magazine, the number one woman's weekly with a circulation of over 1.6 million.

Robert Pitera, MD, medical director of the Cellulite Endermologie Center of New York, which offers the TriActive treatments in Manhattan, comments on the causes of cellulite which include heredity, female hormones and poor circulation. Mitchel Goldman, MD, a dermatologist and the medical director of La Jolla Spa MD in San Diego, notes that "Many patients actually fall asleep during the treatment" because it is painless.

In January 2004, the TriActive™ received government clearance as an exempt device for the treatment of cellulite. The device is also used for therapeutic massages. Cellulite affects nearly all adult women and a smaller percentage of men, especially body-builders.

Cellulite centers, spas and medical practices that now offer TriActive LaserDermology treatment report that their clients find the treatment relaxing and a complement to their other stress, and weight reduction regimens. It is also less time consuming than alternative massage technologies.

"We are pleased to have received this recognition in the consumer media, especially since it will benefit our customer base by helping to publicize the benefits of the TriActive. It is yet another acknowledgement that our products are performing well in the marketplace and helping our customers address their clients' most important body profiling needs," said Michael R. Davin, Cynosure CEO & President.

For information on the TriActive treatment of cellulite, call Cynosure at 800-886-2966 and visit [www.cynosurelaser.com](http://www.cynosurelaser.com).

### **About Cellulite Endermologie Center**

10 Elizabeth Drive  
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[www.cynosurelaser.com](http://www.cynosurelaser.com)



Cellulite Endermologie Center at 100 Park Avenue is the first — and only — location in New York City where the FDA-approved Tri-Active LaserDermology treatment is currently available. The Center offers many other services including Botox, chemical peels, facials, laser hair removal, microdermabrasion, liposuction, mesotherapy, nutritional and weight management counseling, and reflexology. Kandesn® Advanced Skin Care products are also available for purchase. Call 212-880-6421 and visit [www.cellulite-endermologie-center.com](http://www.cellulite-endermologie-center.com)

### **About La Jolla Spa MD**

**La Jolla Spa MD** is a landmark center, which combines the major cosmetic breakthroughs of science and medicine with the art of vision, creativity and skill to bring the ultimate in rejuvenation. Call 858-459-6868 and visit [www.spa-md.com](http://www.spa-md.com).

### **About Cynosure**

Cynosure, Inc. develops, manufactures, and markets laser and pulsed-light technology products at its Chelmsford, Massachusetts headquarters for worldwide distribution. The company's extensive product line includes the TriStar™ "3-in-1" aesthetic workstation; the Apogee® Elite™ "2-in-1" laser system for hair removal, spider veins and more; the V Star pulse dye laser for vascular conditions and the LaserFACIAL™; 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.

El. En. S.p.A, Italy's leading laser developer and manufacturer, holds a majority position in Cynosure. The product mix of the two companies is highly complementary and provides opportunities for growth through an increased offering of products and wider coverage of global markets. El.En. and Cynosure work closely to optimize joint production processes, research and development efforts, and to exploit worldwide distribution channels.

Today, more than 5000 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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