

CYNO(SURE®

defining the future of anti-aging lasers

Affirm™

Opportunity Calls— Offering anti-aging applications within the aesthetic laser market has significant business potential—particularly when you consider the following:

- The U.S. aesthetic laser market is forecasted to reach \$896.4 million by 2010—with total laser procedures projected to reach 15.2 million.¹
- Laser anti-aging applications will increase your billable services and attract additional clients—to foster long-term client relationships.
- In 2005, 1.39 million laser anti-aging procedures were performed in the U.S. Given a projected 25% annual growth rate, these procedures are expected to increase to 4.4 million by 2010.¹
- Through direct-client billing, you'll avoid the lengthy and cumbersome insurance reimbursement process—and thereby accelerate your cash flow.



CYNOSURE



Affirm™

Anti-Aging Workstation

The Affirm Anti-Aging Workstation reduces wrinkles and scars, promotes coagulation resulting in deep tissue tightening and treats pigmentation and redness by incorporating our MultiPlex™, Combined Apex PulseSM (CAP) and Xenon Pulsed Light (XPL) technologies into one compact workstation • The result?

A complete skin rejuvenation solution that provides better and faster results with less pain than any other currently available product.

Applications

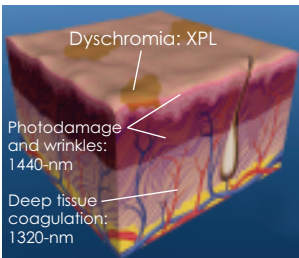
- Wrinkle reduction
- Scar treatment
- Coagulation resulting in tissue tightening
- Treatment of pigmentation and redness

A Complete Treatment—in a Fraction of the Time

By leveraging Cynosure's exclusive CAP, MultiPlex and XPL technologies, the Affirm dramatically improves the safety, efficiency and efficacy of anti-aging applications.

A comprehensive solution.

By uniquely combining three leading-edge technologies, the Affirm offers you a total skin rejuvenation system that targets all layers of photodamaged and aged skin.

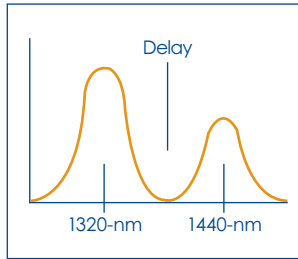


Superior technology. Unlike competitive technologies—which, by providing only one level of heat intensity, fail to maximize collagen production—CAP technology is a specialized optical lens array that redistributes laser energy into varied levels of heat intensities to simultaneously stimulate

and remodel collagen. Since lower energy levels can be delivered to the skin without compromising effectiveness, client comfort is significantly increased—while the healing process is rapidly accelerated.

More effective results.

MultiPlex technology enables the sequential emission of two wavelengths through a single delivery fiber.



Since lower energy levels can be used during treatments, comfort is maximized and recovery is accelerated—for faster, more effective results than with single-wavelength technologies.

Treatments that are 400% faster. By delivering approximately 1,000 diffractive micro-pulses in a 10 mm spot for greater pattern density, CAP technology requires fewer

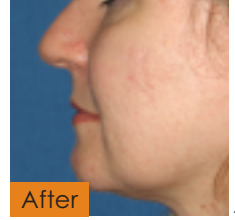
laser passes over a given area than competitive offerings—enabling a full-face treatment to be delivered in less than 15 minutes. This translates into less pain for your clients, greater client throughput and additional revenue opportunities for you.

Less costly consumables.

The laser energy employed by CAP technology is delivered via a highly durable tip that can treat the average face of ten clients—providing longer instrument life... for reduced equipment expenses.

Ease of use. With its lightweight, integrated design, the Affirm can be operated by a single person. In addition, its easy-to-use hand piece allows you to treat small areas such as periorcular regions.

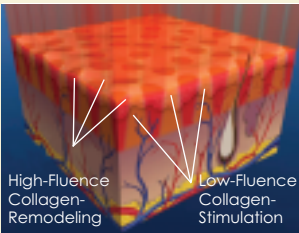
Complementary cooling system. To further enhance client comfort and decrease the likelihood of adverse side effects, the Affirm is packaged with Cynosure's SmartCool® 6 laser treatment air cooling system.



CAP Technology



Pre CAP Treatment.



CAP Technology distributes varying levels of heat in the skin, covering greater surface area for a more complete treatment.



Post CAP Effect.

Make Things Happen—with Cynosure

By partnering with Cynosure, you'll be able to fully capitalize on these significant business opportunities. That's because we have a proven history of helping professionals like you optimize your revenue opportunities in the aesthetic laser market.

Quite simply, we are uniquely qualified to help transform your business, your clients and you, given that:

- We're a recognized industry leader, with technology that's strongly supported by sophisticated peer-reviewed clinical research.
- The Affirm is user-friendly—allowing you to get your practice up and running rapidly.
- Unlike most competitive products, the Affirm is modular in design. Consequently, you can quickly and cost-effectively incorporate upgrades to your existing equipment—leveraging your original investment while simultaneously expanding your service offerings to keep pace with evolving client needs.
- Our customers typically recoup their total investments within an average of 3 to 12 months.

A Support System That's Unrivaled

Whether you're breaking into the market or expanding your existing aesthetic laser services, Cynosure's extensive support resources will provide you with assistance across a host of business disciplines.

- 24/7 customer service allows you to get answers around the clock.
- Marketing and sales support programs—including everything from print ads to direct mail promotions and PR efforts—help generate a loyal client base.
- Online ordering of materials expedites order placement, processing and delivery.
- Personalized on-site tech support is provided by our experts to optimize your Affirm workstation's performance and uptime.
- Training courses and workshops address topics on laser application protocols, Affirm workstation operation and hands-on troubleshooting—so you'll feel confident with all aspects of anti-aging treatments.
- Our experienced staff of consultants provides any necessary assistance—including developing customized financing programs that fit your budget requirements.

There's never been a better time to offer anti-aging applications... and there's never been a better qualified company than Cynosure to help support your efforts.

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THE AFFIRM IS ALSO MORE EFFECTIVE THAN WHAT I OBSERVED FOR SKIN TIGHTENING WITH OTHER LIGHT BASED DEVICES IN A SIMILAR RANGE OF WAVELENGTHS.” – *Michael Gold, MD, Director, Gold Skin Care Center, Nashville, TN*

A Product Family That Does It All

At Cynosure, we understand that your success depends on your ability to meet the greatest number of client needs. That's why our product family offers the industry's widest range of aesthetic laser applications. What's more, Cynosure's workstations are user-friendly and feature multi-laser platforms with modular designs. This allows you to optimize client throughput, safety, cost efficiencies and efficacy—and thereby maximize your revenue opportunities.

our lasers



Affirm™



Cynergy™



Elite™



Smartlipo™



TriActive™

System Type	Nd:YAG	Nd:YAG	Pulsed Light
Wavelength	1440 nm	1320 nm	560 – 950 nm
Pulse Width	3 msec		5 – 35 msec
Maximum Fluence	up to 8 J/cm ²	up to 14 J/cm ²	up to 20 J/cm ²
Spot Size	10 mm	14 mm	11 x 55 mm (6 cm ²)
Maximum Rep Rate	up to 2.0 Hz	up to 1.5 Hz	up to 0.33 Hz
Skin Cooling System	Cold Air		
Electrical Requirements	200/220 VAC/30A		
Size (H x W x D)	45.2" x 18.7" x 29.3" (103 cm x 48 cm x 74 cm)		
Weight	210 lbs (95.5 kg)		

Take the Initiative

Experience the powerful benefits of partnering with Cynosure • Contact your Cynosure consultant for a live demo of the Affirm Anti-Aging Workstation—and discover how to maximize your business potential and long-term success in the aesthetic laser market • Do it today • And watch your transformation begin.



CORPORATE HEADQUARTERS

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SOURCES

- ¹ Millennium Research Group, "U.S. Markets for Aesthetic Lasers 2006," May 2006
- ² Courtesy of B. Katz, MD
- ³ Courtesy of R. Weiss, MD
- ⁴ Courtesy of S. Collawn, MD