

CYNOSURE®

Apogee®

delivering versatile treatments with a specialized laser

Opportunity Calls—

Offering hair removal and pigmented lesion treatments 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 hair removal is the second most popular nonsurgical aesthetic procedure in the U.S. With 2.56 million procedures performed in 2005, laser hair removal application volume is projected to grow 18% annually through 2010—totaling over 6 million procedures.^{2, 1}
- Laser pigment treatment procedures in the U.S. will grow 20% annually through 2010, representing one million procedures.¹
- These varied laser applications will increase your billable services and attract additional clients—to foster long-term client relationships.
- Through direct-client billing, you'll avoid the lengthy and cumbersome insurance reimbursement process—and thereby accelerate your cash flow.



CYNOSURE

Apogee®

A high-powered 755-nm Alexandrite laser, the Apogee removes hair across a wide range of skin types (I-IV) • The Apogee is also used to treat a variety of epidermal pigmented lesions, including age spots, sunspots and freckles.

Applications

- **Permanent hair reduction**
- **Treatment of benign epidermal pigmented lesions such as age spots, sunspots and freckles**

Safer, Gentler and More Effective

The Apogee leverages Cynosure's in-depth experience with Alexandrite lasers to provide a stand-alone Alexandrite system that offers high efficacy across multiple applications.

Optimal wavelength. Given its high absorption by melanin, the 755-nm is the ideal wavelength for removing hair on skin types I-IV—with clinically proven results confirming 80% hair reduction after three treatments at 14-month follow-up.³ What's more, the 755-nm Alexandrite offers superior efficacy in treating epidermal pigmented lesions.

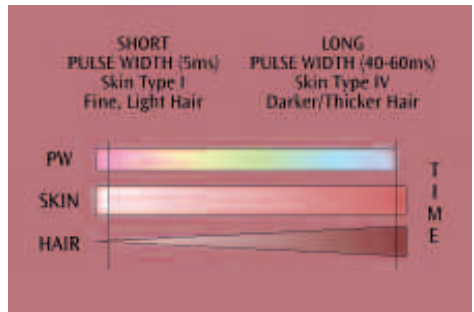
Advanced technology. With its selectable laser parameters and long pulse durations, the Apogee removes hair more safely, gently and effectively than competitive systems.

Faster treatments. High fluence from large spot sizes results in faster treatment sessions and increased procedure frequency—for greater client throughput.

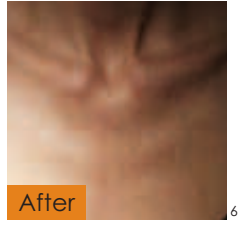
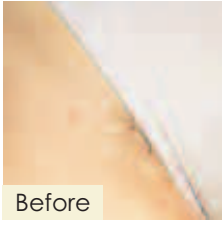
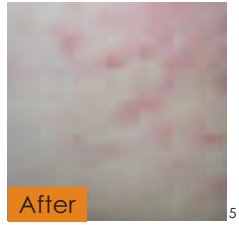
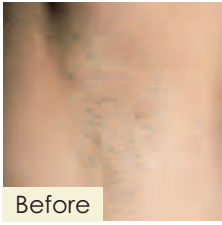
Cost-effective upgradeability. Since it's modular in design, the Apogee can quickly and easily be upgraded to a Cynosure Elite™ by adding a 1064-nm Nd:YAG laser module—enabling you to leverage your original investment while simultaneously expanding your service offerings to keep pace with evolving client needs.

Complementary cooling system.

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



The Apogee offers a wide range of pulse widths to treat a variety of skin and hair types.



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.
- Our customers typically recoup their total investments within an average of 3 to 12 months.
- The Apogee is user-friendly—allowing you to get your practice up and running rapidly.

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

There's never been a better time to offer hair reduction and pigmented lesion treatments... and there's never been a better qualified company than Cynosure to help support your efforts.

“

WE ARE VERY PLEASED WITH THE APOGEE'S VERSATILITY. NOT ONLY ARE WE ACHIEVING EXCELLENT RESULTS WITH HAIR REMOVAL, BUT ALSO WITH PIGMENTED LESIONS." – Allen Rosenbach, MD

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
flagship
products



Affirm™



Cynergy™



Elite™



Smartlipo™



TriActive™



System Type	Alexandrite
Wavelength	755 nm
Pulse Width	adjustable 0.5–300 msec
Maximum Fluence per Spot Size*	
15mm	25 J/cm ²
12mm	35 J/cm ²
10mm**	50 J/cm ²
5mm	25 J/cm ²
Maximum Rep Rate [†]	3 Hz
Aiming Beam	Blue/Green
Skin Cooling System	Cold air or integrated cooling
Electrical Requirements	110 VAC/20A [^] or 200/220 VAC/30A
Size (H x W x D)	41" x 15" x 25" (104 cm x 38 cm x 64 cm)
Weight	180 lbs (82 kg)

*Independent of pulse width **Optional hand piece [†]Adjustable continuous pulse or single pulse operation [^]Reduced repetition rate

Take the Initiative

Experience the powerful benefits of partnering with Cynosure • Contact your Cynosure consultant for a live demo of the Apogee—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

United States

Cynosure, Inc.

5 Carlisle Road

Westford, MA 01886 USA

Tel: 978.256.4200

Toll-Free: 800.886.2966

www.cynosure.com

SOURCES

¹ Millennium Research Group, "U.S. Markets for Aesthetic Lasers 2006," May 2006

² American Society for Aesthetic Plastic Surgery, "2005 Cosmetic Surgery National Data Bank Statistics"

³ Suzanne Kilmer, MD and Jennifer Lloyd, DO, "Long Term Laser Hair Reduction Efficacy: A Report on Use of Long Pulse Alexandrite Lasers for Hair Reduction"

⁴ Courtesy of S. Kilmer, MD

⁵ Courtesy of J. Kulkin, MD

⁶ Courtesy of C. Nanni, MD