

CYNOSURE®

Cynergy™

the clear choice for vascular lasers

# Opportunity Calls—

Offering vascular and benign 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.<sup>1</sup>
- With a projected annual growth rate of 25% in the U.S., it's anticipated that 984,000 laser vascular treatment procedures will be performed in 2010. In addition, laser pigment treatment procedures will grow 20% annually through 2010, representing another one million procedures.<sup>1</sup>
- Laser vascular treatment 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



# Cynergy™

Vascular Workstation

Powered by our advanced MultiPlex™ technology, the Cynergy Vascular Workstation treats all types of vascular and benign pigmented lesions more effectively than conventional single-wavelength technology, including: facial and leg telangiectasias; spider veins; hemangiomas; mature and blebbed portwine stains and other vascular malformations; symptoms of rosacea; scars; and warts • The PL™ is a compact, portable pulsed light module that operates independently of the Cynergy—and is ideal for treatment of sun damaged skin and dyschromia.

## Applications

- Facial and leg telangiectasias treatment
- Benign pigmented lesion treatment
- Spider vein treatment
- Treatment of hemangiomas
- Reduction of portwine stains
- Treatment of rosacea
- Scar treatment
- Wart treatment

## Fast Treatments with Efficacious Outcomes

Cynergy treats vascular lesions with higher efficacy and minimal side effects. That's because our revolutionary MultiPlex technology enables the sequential emission of two wavelengths from the same delivery system—a high-powered pulsed-dye laser and a 1064-nm long-pulse Nd:YAG laser (see Figure A).

**Optimal lasers.** Both wavelengths are indicated for performing vascular-related applications. The pulsed-dye laser is the gold standard for targeting vascular lesions such as portwine stains, as well as smaller red vessels, scars and symptoms of rosacea. Likewise, the Nd:YAG laser is more effective at treating larger facial and leg veins.

**Efficacious results.** MultiPlex's sequential dual-wavelength technology has been proven more efficacious than single-wavelength technology because it allows you to develop client-specific treatment options—including customizing the time delay between wavelength delivery.

**Enhanced safety.** The sub-purpuric pulsed-dye laser converts oxy-hemoglobin to methemoglobin and micro-clots—increasing absorption of the Nd:YAG wavelength by 300–500 percent and thereby enabling reduced Nd:YAG fluence for enhanced client safety. In addition, since greater absorption and penetration depth is achieved, outcome results are optimized.

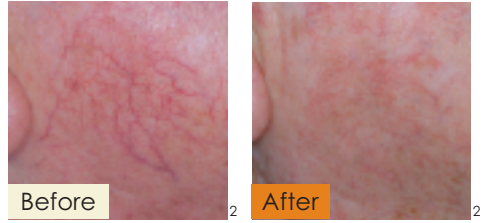
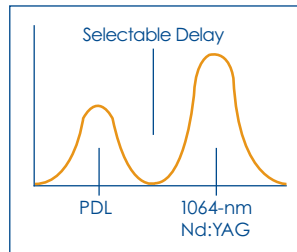


Figure A

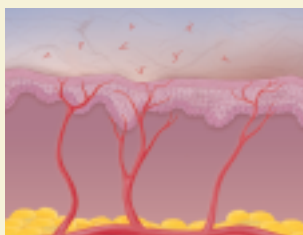
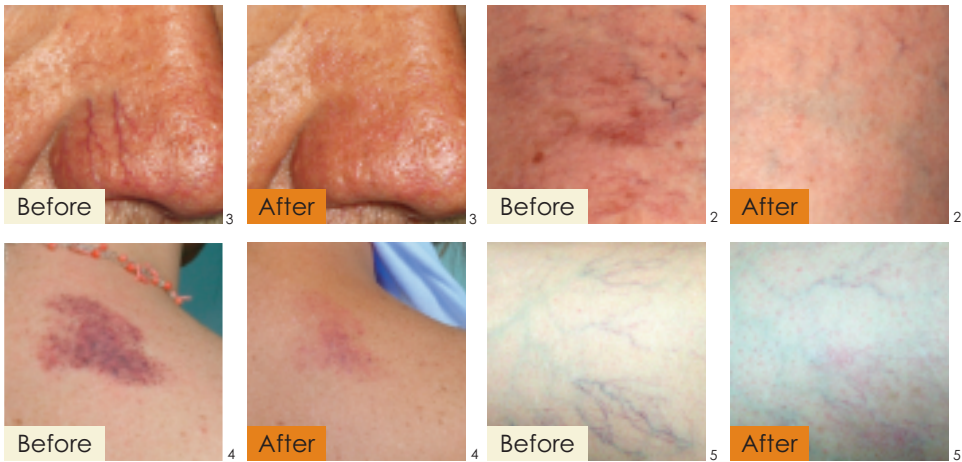


**Reduced side effects.** Since Cynergy's versatility ensures optimal treatment parameters, clients experience fewer side effects. In fact, Cynergy virtually eliminates purpura—a bruising typically associated with pulsed-dye lasers—as well as dramatically reduces the risk of scarring.

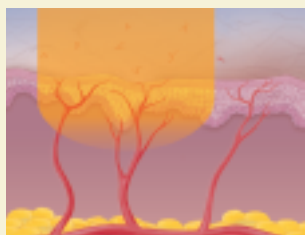
**Faster treatment sessions.** By emitting dual wavelengths, Cynergy provides safer and more effective results in less time than single-wavelength systems. For your clients, that means greater comfort and satisfaction; for you, that means greater client throughput.

## Complementary cooling system.

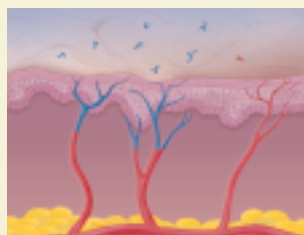
To further enhance client comfort and decrease the likelihood of adverse side effects, the Cynergy is packaged with Cynosure's SmartCool® 6 laser treatment air cooling system.



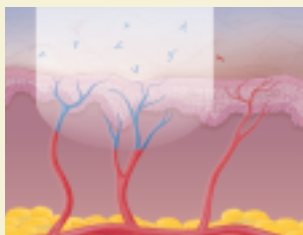
Telangiectasia.



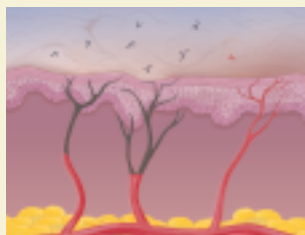
PDL exposure at or below purpura threshold dose.



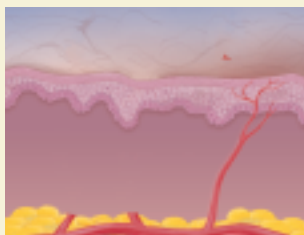
Causes conversion of hemoglobin to methemoglobin, yielding ~3-5x greater absorption at 1064-nm than oxy-hemoglobin, with or without clot formation.



Following a brief time delay, a relatively low pulse dose Nd:YAG is automatically delivered in MultiPlex mode.



Resulting in complete intra-vessel coagulation.



Followed by elimination of the vessel.

## 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 Cynergy is user-friendly—allowing you to get your practice up and running rapidly.
- Unlike most competitive products, the Cynergy 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 Cynergy workstation's performance and uptime.
- Training courses and workshops address topics on laser application protocols, Cynergy workstation operation and hands-on troubleshooting—so you'll feel confident with all aspects of vascular lesion 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 vascular and benign lesion treatment applications... and there's never been a better qualified company than Cynosure to help support your efforts.

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I USE THE **CYNERGY VASCULAR WORKSTATION** IN MY PRACTICE EVERY DAY. IT HAS QUICKLY BECOME MY 'WORKHORSE' SYSTEM FOR A VARIETY OF DERMATOLOGIC CONDITIONS, INCLUDING FACIAL AND LEG TELANGIECTASIAS, PORTWINE STAINS, HEMANGIOMAS AND HYPERTROPHIC SCARS. I HAVE BEEN SO IMPRESSED WITH THE VERSATILITY OF THE CYNERGY SYSTEM THAT I HAVE DISCONTINUED THE USE OF A COUPLE OF MY SINGLE-WAVELENGTH LASER SYSTEMS."

*—Tina S. Alster, MD, Director, Washington Institute of Dermatologic Laser Surgery, and Clinical Professor of Dermatology, Georgetown University Medical Center*

## 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™



| Feature                       | Cynergy™                                    |                       | PL™  |
|-------------------------------|---|-----------------------|--|
|                               | Pulsed-Dye/V-Star                           | Nd:YAG                | Pulsed Light   |
| System Type                   | Pulsed-Dye/V-Star                           | Nd:YAG                | Pulsed Light   |
| Wavelength                    | 585 nm*                                     | 1064 nm               | 560 – 950 nm   |
| Pulse Width                   | 0.5 – 40 msec                               | 0.3 – 300 msec        | 5 – 50 msec  |
| Maximum Fluence per Spot Size |   |                       |  |
| 15mm**                        | –   | 35 J/cm <sup>2</sup>  | –  |
| 12 mm                         | 7 J/cm <sup>2</sup>                         | 50 J/cm <sup>2</sup>  | 46 x 18 mm (8.3 cm <sup>2</sup> ) 16 J/cm <sup>2</sup> |
| 10 mm                         | 10 J/cm <sup>2</sup>                        | 80 J/cm <sup>2</sup>  | 46 x 10 mm (4.6 cm <sup>2</sup> ) 30 J/cm <sup>2</sup> |
| 7 mm                          | 20 J/cm <sup>2</sup>                        | 160 J/cm <sup>2</sup> | 21 x 10 mm (2.1 cm <sup>2</sup> ) 30 J/cm <sup>2</sup> |
| 5mm                           | 40 J/cm <sup>2</sup>                        | 240 J/cm <sup>2</sup> | –  |
| 3mm                           | –   | 300 J/cm <sup>2</sup> | –  |
| 1.5mm**                       | –   | 600 J/cm <sup>2</sup> | –  |
| Maximum Rep Rate              | 2 Hz  | 5 Hz                  | 1 Hz   |
| Aiming Beam                   | Amber/Red                                   |                       | –  |
| Skin Cooling System           | Cold Air                                    |                       | –  |
| Electrical Requirements       | 200/220 VAC/30A                             |                       | 120 VAC/15A  |
| Size (H x W x D)              | 40" x 18" x 31"<br>(101 cm x 46 cm x 79 cm) |                       | 8" x 19" x 22"<br>(20 cm x 48 cm x 54 cm)              |
| Weight                        | 270 lbs (123 kg)                            |                       | 40 lbs (18 kg)   |

\* Figure is within +/- 2%    \*\* Optional hand pieces

## Take the Initiative

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

#### United States

Cynosure, Inc.  
5 Carlisle Road  
Westford, MA 01886 USA  
Tel: 978.256.4200  
Toll-Free: 800.886.2966

[www.cynosure.com](http://www.cynosure.com)

#### SOURCES

- <sup>1</sup> Millennium Research Group, "U.S. Markets for Aesthetic Lasers 2006," May 2006
- <sup>2</sup> Courtesy of E. Tanghetti, MD
- <sup>3</sup> Courtesy of M. Goldman, MD
- <sup>4</sup> Courtesy of M. Taylor, MD
- <sup>5</sup> Courtesy of R. Adrian, MD