

CYNOSURE®

a wider spectrum of laser treatment

elite™

Opportunity Calls—

Offering hair removal, vascular applications, benign pigmented lesion and facial photo-aging 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
- 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.¹
- 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.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.



The Elite Aesthetic Workstation is a highly versatile system that allows you to perform multiple laser applications quickly and efficiently for clients of any skin type—resulting in increased client throughput and optimized revenue opportunities • Specifically, the Elite offers: The most comprehensive range of hair removal applications available today; treatment of facial and leg veins; treatment of benign epidermal pigmented lesions like age spots, sunspots and freckles; and improvement in the appearance of photo-aged skin with LaserFACIALSM.

Applications

- **Permanent hair reduction on all skin types and tanned skin**
- **Facial and leg vein treatment**
- **Treatment of benign epidermal pigmented lesions such as age spots, sunspots and freckles**
- **LaserFACIAL**

The Best of Both Worlds

With the Elite, you won't have to compromise results by offering one wavelength that can only effectively treat a small range of skin types and conditions. That's because its revolutionary technology combines gold standard wavelengths in one system: the 755-nm Alexandrite laser and the 1064-nm Nd:YAG laser.

Such dual-wavelength capability has several distinct advantages, by enabling you to:

- Choose the optimal wavelength for any given procedure—whether it's hair removal, vascular lesion, benign pigmented lesion treatment or facial photo-aging treatment—and thereby maximize efficacy and client comfort.
- Switch between wavelengths during a single hair removal procedure to select the most appropriate laser for a specific hair or skin type—negating the need to purchase two separate systems to ensure optimal results and client safety.
- Perform multiple procedures on the same client during the same visit.
- Administer treatments in significantly less time than with a single-wavelength product—for greater procedure frequency... and greater revenue streams.

Optimal wavelengths. Classic 755-nm wavelength has high melanin absorption characteristics for dependable, repeatable and permanent hair reduction, as

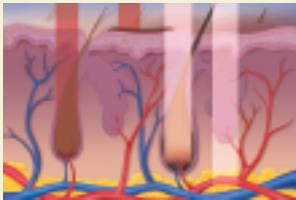
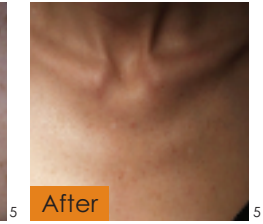
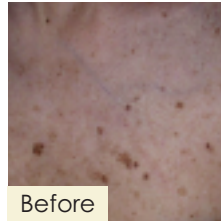
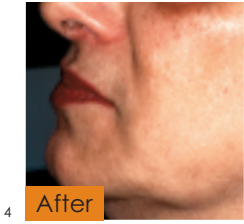
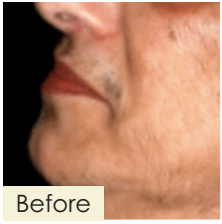
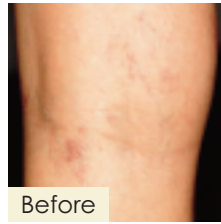
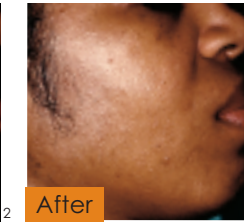
well as treatment of pigmented lesions. The high-powered 1064-nm Nd:YAG is the ideal wavelength for permanent hair reduction on darker skin types and tanned skin. In addition, the 1064-nm is the wavelength of choice for treatment of facial and leg veins—the most common form of vascular lesions—and for reduction of redness and pigmentation associated with facial photo-aged skin.

Ideal depths. The Elite delivers high fluence from large spot sizes—ensuring deeper penetration, faster procedures and optimal results. What's more, the Nd:YAG wavelength enables laser energy to target tissue without significant epidermal absorption—for highly efficient treatment sessions.

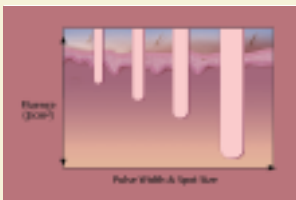
Fast treatment sessions. By enabling you to perform multiple applications safer and more effectively, the Elite helps increase your client throughput—resulting in a more productive practice.

Treatment customization. Unlike equipment with predetermined parameters, the Elite includes up to seven different spot sizes with adjustable pulse durations up to 300 msec—allowing you to customize treatments to accommodate your clients' specific needs.

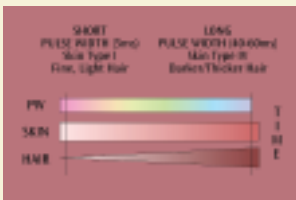
Complementary cooling system. To further enhance client comfort and decrease the likelihood of adverse side effects, the Elite is packaged with Cynosure's SmartCool® 6 laser treatment air cooling system.



Choice of wavelength more effectively treats unwanted hair, veins and pigmentation.



Short pulse widths and small spot sizes treat smaller vessels. Deeper, larger vessels require longer pulse widths and larger spot sizes.



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

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I HAVE USED CYNOSURE ALEXANDRITE LASERS [AS FOUND IN THE **ELITE AESTHETIC WORKSTATION**] SINCE 1997. I HAVE FOUND THEM TO BE THE MOST EFFECTIVE, SAFEST AND FASTEST LASER FOR HAIR REMOVAL. MY PATIENTS HAVE BEEN CONSISTENTLY SATISFIED WITH THEIR RESULTS WHILE HAVING MINIMAL, IF ANY, DOWNTIME ASSOCIATED WITH THE TREATMENTS." *—Peter Klainer, MD, FACS
Chrysalis Plastic Surgery*

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	Alexandrite	Nd:YAG
Wavelength	755 nm	1064 nm
Pulse Width	adjustable 0.5 - 300 msec	adjustable 0.4 - 300 msec
Maximum Fluence per Spot Size*		
15mm	25 J/cm ²	35 J/cm ²
12mm	35 J/cm ²	50 J/cm ²
10mm	50 J/cm ²	80 J/cm ²
7mm	100 J/cm ²	160 J/cm ²
5mm	100 J/cm ²	240 J/cm ²
3mm	100 J/cm ²	300 J/cm ²
1.5mm**	—	600 J/cm ²
Maximum Rep Rate [†]	3 Hz	5 Hz
Aiming Beam	Blue Green	
Skin Cooling System	Cold Air	
Electrical Requirements	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

Take the Initiative

Experience the powerful benefits of partnering with Cynosure • Contact your Cynosure consultant for a live demo of the Elite Aesthetic 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. Jackson, MD
- ³ Courtesy of U. Muller, MD
- ⁴ Courtesy of D. McDaniel, MD
- ⁵ Courtesy of C. Nanni, MD