

CYNOSURE®

**BEST-IN-CLASS
TECHNOLOGIES**
for Skin Revitalization
Across All Skin Types

Supplement to

Modern
Aesthetics

September/October 2020



INTRODUCTION

Cynosure® was founded in 1991 by medical device industry veterans with a mission to harness the power of lasers and light-based technology to improve people's lives through medical and aesthetic treatments. Bold, provocative thinking remains a source of pride for Cynosure as a global leader in medical aesthetics across five continents and 130 countries through their network of partners and distributors.



“ Innovation is our legacy and our future. We believe that the evolution of global medical aesthetics lies in the advancement of modern beauty ”

Todd Tillemans
CEO, Cynosure





In 2019, investment by the private equity firm Clayton Dubilier & Rice, LLC, has further expanded Cynosure's world class position in the aesthetics industry. Their management team is laser-focused on areas where they can create positive disruption. True innovation balanced with efficacy, clinically proven technologies, and superior outcomes is in their DNA.

With a comprehensive range of laser and RF technologies, Cynosure is proud to help practitioners maximize the opportunities to grow their practices, while providing patients with the most cutting-edge treatments and services. Their robust pipeline includes several ground-breaking, best-in-class technologies.

Cynosure's ultimate mission is to meet and exceed the needs of customers and partners by delivering quality multi-modality systems as well as a high level of service, including ongoing practice development support to ensure their success. They continue to be an industry leader in energy-based systems and the management team strives to remain at the forefront of innovation and technological advancements to deliver patients and practitioners state-of-the-art treatments.

"Our vision for differentiation in energy-based devices and new ways of thinking uniquely positions us to propel the industry forward. If there's a better way of doing it, we are committed to pursuing it," Mr. Tillemans says.

POTENZA®

Providing microneedling solutions for every practice and every patient

Newly launched in August, 2020, the Potenza® RF Microneedling Device is the world's first 4-mode RF microneedling device. It allows providers maximum versatility to deliver both deep and superficial treatments thanks to its monopolar, bipolar, 1MHz and 2MHz capabilities.

The monopolar RF mode was designed to comfortably treat the face and body, delivering energy across a large area of tissue for deep heating and skin tightening through soft tissue coagulation. The bipolar RF mode provides a concentrated delivery of energy to treat superficial tissue and achieve optimal skin revitalization.

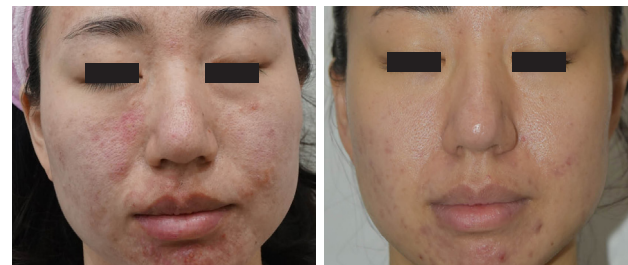
Potenza's ultra-fine needles deliver thermal energy that, when combined with the microneedle injury, causes tissue coagulation and stimulates the body's natural healing processes to generate new collagen and elastin.

"The ability to send energy from the tips of the needles to deeper areas of the dermis with monopolar capability has great potential to revitalize the skin and improve blemishes" Dr. Weiss suggests. "The Potenza device is equipped with two handpieces (multi-needle and single needle) and nine different types of tips, including insulated and semi-insulated tips, multi-needle arrays with various densities, and single-needle tips with various depths."

Cynosure's unique Tiger Tip™ technology with semi-insulated needles features two non-insulated segments along the needle shaft to safely enable more aggressive treatments at multiple depths without sacrificing the epidermis.



"Each tip and handpiece offers a unique benefit to best fit specific conditions. Innovative semi-insulated needles make it possible to treat tissue at a greater depth with reducing the number of passes and reducing treatment time," according to Dr. Weiss.



Before and after 3 Treatments

Courtesy of J.H. Yoon, M.D

To learn more about this technology visit

[cynosure.com/product/potenza/](https://www.cynosure.com/product/potenza/)

TEMPSURE®

Expandable Platform with Multiple Modalities

TempSure's ultra-powerful 300 Watt, 4MHz monopolar radiofrequency platform offers expanded capabilities and upgrades for superior versatility. TempSure provides more efficient bulk tissue heating than other devices on the market. Spa tones can be set for a soothing experience and enhanced patient comfort.

TempSure Envi™ face treatments reduce wrinkles and tighten skin by non-invasively heating the deep layers of the dermis without damaging the epidermis. This encourages collagen contraction and new collagen formation. TempSure Envi technology heats deep into the skin to regenerate collagen and reduce the appearance of forehead wrinkles, frown lines, crow's feet, and smile lines, as well as hair epilation, telangiectasia, and milia with no downtime.

"With TempSure Envi, I can offer my patients a non-invasive treatment to achieve a tighter and more youthful appearance that is safe for all skin types and can be used any time of year," says Raminder Saluja, MD of Saluja Cosmetic & Laser Center in Huntersville, NC.

"An advantage is that it doesn't start counting down the time until you get to the desired temperature, which helps to ensure optimal results," Dr. Saluja notes. "TempSure delivers safe, reliable and consistent RF skin tightening treatments in any practitioner's hands, which delivers high patient satisfaction."



Before and after 2 Treatments

Courtesy of Dr. Josef Khalil

To learn more about this technology visit
cynosure.com/product/tempsure-envi/

ELITE iQ™

Featuring Skintel® , the industry's first Live Melanin Reader™

Introduced in June 2020, the Elite iQ™ Aesthetic Workstation is the next generation of the uber popular Elite+™ laser, the world's first 755nm alexandrite-1064nm Nd:YAG system. The new enhanced system offers some distinct advantages, including the ability to perform faster treatments with higher maximum energy compared to previous generation devices.

"The Elite iQ features a new interface touch screen that allows you to choose what you want to treat for each patient. It is a faster and more powerful alexandrite/ Nd:YAG laser with four applications: pigment, hair, vascular and revitalization," says E. Victor Ross, MD, dermatologist at Scripps Health in San Diego. "It does everything but tattoos and resurfacing and can safely treat darker skin types."

Elite iQ is a high-power system capable of performing the most requested aesthetic treatments to revitalize skin and treat common skin concerns including hair, facial and leg veins, pigmentation, facial rhytids, and pseudofolliculitis barbae. This system allows practices to offer a wide range of the most requested aesthetic treatments to deliver optimal return on investments.

The Skintel Live Melanin Reader

Another unique benefit of the Elite iQ platform is the inclusion of Cynosure's Skintel, the aesthetic industry's first live Melanin Reader. New to the Elite system, Skintel enables practitioners to identify test spot settings, optimizing hair removal treatments tailored to each patient's skin type and ethnicity. It also takes the guesswork out of choosing the right parameters by assessing the patient's degree of sun exposure.



"Skintel is built into the Elite iQ system, which is a big differentiator, because it allows you to measure pigment in real time to choose the optimal settings. We can just place Skintel on the patient's skin, and the Bluetooth signal sends a reading to the laser, and we can choose the appropriate setting observed on the enhanced user interface," Dr. Ross explains.



Before and after 2 Treatments

Courtesy of V. Ross, M.D.

To learn more about this technology visit

[cynosure.com/product/elite-iq/](https://www.cynosure.com/product/elite-iq/)

PICOSURE®

The World's first 755nm wavelength picosecond platform

PicoSure's 755nm wavelength is the first picosecond laser able to safely and effectively treat pigmented lesions, acne scars, pore size, wrinkles, tone and texture, with virtually no downtime. The Focus™ Lens Array has a unique ability to activate cell signaling to stimulate the increase in collagen and elastin production.

"Cynosure's PicoSure picosecond laser was the first of its kind to receive FDA clearance for the treatment of tattoos and pigmentation as well as acne scarring and wrinkle reduction" notes Jeremy A. Brauer, MD, dermatologist in New York City. "This versatile device is used to successfully treat a wide spectrum of independent cosmetic concerns."

PicoSure delivers ultra-short pulse bursts of energy to the skin in trillionths of a second to gently target and eliminate pigment without harming the surrounding skin. The Focus Lens Array delivers up to 20 times the energy density of a normal PicoSure pulse to deliver energy that works with the body, unleashing the natural cell signaling processes to create brighter, healthier, younger-looking skin.

This groundbreaking technology is safe and effective in treating pigment and decreasing the effects of photodamage and aging. The 755nm wavelength removes challenging pigment including freckles, sun damage, birth marks, Café au lait and Nevus or Ota. It can also reduce wrinkles, acne scars and pore size, and improves the overall skin tone and texture – offering a lighter, brighter, and more radiant complexion.



The variable applications of PicoSure represent a quantum leap over previous laser technologies for treating patients of all ages, skin types and conditions. It is a worthwhile investment as well as an effective way to differentiate from the competition and grow your practice. As Dr. Brauer says, "This will prove to be an outstanding practice builder."



Before and after 3 Treatments

Courtesy of K. Behr, M.D.

To learn more about this technology visit

cynosure.com/product/picosure/

ICON™

An Industry-Leading Versatile Aesthetic Option for your Practice

The Icon™ aesthetic system is a favorite among practitioners due to its unprecedented versatility and numerous patented innovations. With seven handpieces, this flexible multi-purpose laser and IPL platform provides an opportunity to safely address a wide range of the most common patient concerns including facial vessels and leg veins, pigment reduction, surgical and acne scarring, striae (stretchmark) improvement, wrinkle reduction, permanent hair reduction, as well as fractional resurfacing.

“The Icon is a great device because it is a multi-system platform so it can be used for any patient. I can use the IPL for someone who doesn't need textural improvement, and the MaxG is really effective for targeting pigmentation and vessels,” says Nazanin Saedi, MD, Assistant Professor of Dermatology at Thomas Jefferson University in Philadelphia.

Icon's high peak power allows optimized results in fewer treatments for maximum efficiency. It's patented technology includes Advanced Contact Cooling™ which maintains a constant 50°C during treatments, and Skintel Live Melanin Reader, the first technology of its kind which is integrated with the Icon system, providing confidence and safety for less-experienced users.

“If you are looking for a single platform for your practice, the superior quality of the Icon system gives you everything you need without compromising,” Dr. Saedi says.



The Icon Aesthetic System offers a solution for treating nearly every patient. With many years of patient success stories, this flexible multi-functional award-winning platform is an essential tool for practitioners who are new to aesthetics as well as those who have years of experience.



Before and after 2 Treatments

Courtesy of R. Coverman, M.D.

To learn more about this technology visit

[cynosure.com/product/palomar-icon-aesthetic-system/](https://www.cynosure.com/product/palomar-icon-aesthetic-system/)