



## NEWS

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### Cynosure Unveils New Logo and Identity at 2004 AAD

**Chelmsford, MA, (January 27 2004)**—Cynosure, Inc., a leading developer and manufacturer of lasers and pulsed light sources, announced today that it will unveil its new logo, visual identity and product design at the upcoming American Academy of Dermatology meeting, February 6-11, in Washington, D.C. The corporate re-branding takes effect immediately throughout Cynosure's worldwide offices.

#### Why a new logo?

While the original logo adopted in 1991 served Cynosure well, the new logo more effectively represents the new product design and the company's strategic direction. The company developed its first laser, the PhotoGenica® V pulse dye for treatment of vascular conditions such as port wine stain birthmarks, in 1991. Since then it has continually expanded the product line to offer laser hair removal, "lunch time" facial treatments, therapeutic laser massage and treatments for leg and facial veins, photo-damaged skin, acne and pigmented lesions. In 2002 Cynosure partnered with El. En., Italy's leading laser developer and manufacturer, when El. En. acquired a majority position of Cynosure, Inc.

The new corporate image better reflects Cynosure's increasingly competitive market position, with the new management and development teams prepared to meet ever-changing market demands. Cynosure also sees the re-branding as a chance to expand its businesses beyond its traditional market segments, while reinforcing its commitment to the core aesthetic medicine business that has driven its growth all along.

Says Michael R. Davin, CEO, "I would like the Cynosure brand to be one that physicians throughout the world recognize and consider their first choice. We are committed to producing effective medical technology of the highest quality and value, enabling our customers to improve the health and well being of their patients. Our strategy is to do this through the art of innovation and a relentless pursuit for excellence."

The new logo and visual identity will first be featured on the following products: Apogee® 5500, Acclaim™ 7000m Apogee® Elite™ and the PhotoGenica® V.

Cynosure worked closely with M + M Design, based in Connecticut, to develop its new logo and visual identity and with Herbst LaZar Bell to develop its new product design.

For more information, call 800-886-2966 and visit [www.cynosurelaser.com](http://www.cynosurelaser.com).

#### About M + M Design

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M + M Design is a full service marketing communications firm with over 22 years of industry experience providing business to business marketing services for print, electronic and 3 dimensional media. Client companies include Advest, Aetna, CIGNA, The Hartford, Loctite, Scapa, The Travelers. Visit [www.m-design.com](http://www.m-design.com).

#### **About Herbst LaZar Bell**

Herbst LaZar Bell Inc (HLB) creates and implements innovative strategies for driving successful new products to market, specializing in the medical, consumer, electronic and industrial marketplaces. HLB is responsible for such diverse and widely recognized designs as the Motorola NFL Coaches Headset, the Mobile One Oil Bottle, the Papermate Liquid Correction Pen, lifesaving products such as ZOLL AED Plus defibrillator, Celsion's breast cancer treatment system, and virtually thousands of other products and inventions. Consistently named one of the top ten design firms in the world by Business Week magazine and the Industrial Designers Society of America (IDSA), HLB offers turnkey innovation and select services in market research, industrial design, engineering and prototyping. Offices are located in Chicago, Boston and LA. Visit [www.hlb.com](http://www.hlb.com) for more information.

#### **About Cynosure**

Cynosure develops, manufactures, and markets laser technology products at its Chelmsford, Massachusetts headquarters for worldwide distribution. The company's extensive product line includes the PhotoGenica® family of vascular treatment/facial treatment lasers, the Apogee™ family of hair removal lasers, the Acclaim™ and SmartEpil™ multi-application cosmetic lasers, the PhotoLight® pulsed light system, the Tri-Active® LaserDermology for cellulite treatment and therapeutic massage and the PhotoGenica® SV for surgical ENT applications.

In 2002, El. En., Italy's leading laser developer and manufacturer, acquired a majority position of Cynosure, Inc. The product mix of the two companies is highly complementary and will provide opportunities for growth through an increased mix of products and wider coverage of global markets. El. En. and Cynosure are working closely to optimize joint production processes, research and development efforts, and to exploit worldwide distribution channels.

Today, over 5000 of Cynosure and El.En. lasers and light-based systems are installed around the world and are used in treating a full range of conditions.

Cynosure has offices in the United Kingdom, France, Germany, Singapore and Japan, and has forged a strategic partnership with Suzhou Cynosure Medical Devices in Suzhou, Peoples Republic of China. Cynosure's global reach extends to more than 60 nations and has given the company worldwide recognition in physician practices.

Cynosure was founded in 1991 by Dr. Horace Furumoto, who also founded Candela Corp.

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