

CYNOSURE®

Accclair™

delivering versatile treatments with a specialized laser

# Opportunity Calls—

Offering hair removal, vascular lesion and sun damaged facial 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>
- Laser hair removal procedures in the U.S. are projected to grow 18% annually through 2010—totaling over 6 million procedures.<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.<sup>1</sup>
- With a projected annual growth rate of 25% in the U.S., laser anti-aging procedures—which include sun damaged facial applications—are expected to increase to 4.4 million by 2010.<sup>1</sup>
- 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

# Acclaim™

A high-powered 1064-nm Nd:YAG laser, the Acclaim removes hair on all skin types (I-VI)—including darker skin and tanned skin • The Acclaim is also used to treat vascular lesions, facial and leg veins, and improve the overall appearance of sun damaged skin with LaserFACIAL<sup>SM</sup>.

## Applications

- Permanent hair reduction on all skin types and tanned skin
- Facial and leg vein treatment
- LaserFACIAL

### Multiple Applications with a Single Laser

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

**Optimal wavelength.** The 1064-nm is an effective wavelength for removing hair on all types of skin—particularly skin that's darker or tanned. It is also the preferred modality for treating a wide variety of vascular lesions, such as spider veins, blue leg veins and facial and leg veins. What's more, with the LaserFACIAL application, the 1064-nm Nd:YAG promotes healthier-looking facial skin by reducing the appearance of pigmentation, and diffused redness and course texture that result from aging and overexposure to ultraviolet rays.

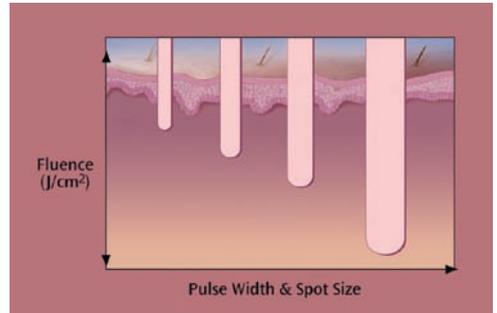
**Advanced technology.** High peak power and adjustable pulse durations enable you to more safely and effectively treat the most difficult clients—those with fine hair and high melanin content in their skin—by delivering enough energy to destroy fine hair follicles, yet still protect the epidermis from thermal injury.

**Customized treatments.** In addition to providing a targeted approach to all veins, the Acclaim's selectable laser parameters and adjustable settings—including multiple spot sizes and pulse durations—allow you to customize procedures based on client skin or hair type... for optimal outcome efficacy.

**Cost-effective upgradeability.** Given its modular design, the Acclaim can quickly and easily be upgraded to a Cynosure Elite™ by adding a 755-nm Alexandrite 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 Acclaim is packaged with Cynosure's SmartCool® 6 laser treatment air cooling system.



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



The Acclaim 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 Acclaim is user-friendly—allowing you to get your practice up and running rapidly.
- 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 the performance and uptime of your Acclaim.
- Training courses and workshops address topics on laser application protocols, Acclaim operation and hands-on troubleshooting—so you'll feel confident with all aspects of hair reduction, vascular lesion and sun damaged facial 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 reduction, vascular lesion and sun damaged facial treatments... and there's never been a better qualified company than Cynosure to help support your efforts.



THE ACCLAIM HAS BECOME VITAL TO OUR PRACTICE. WE NOT ONLY USE THE LASER FOR HAIR REMOVAL ON ALL TYPES OF SKIN, BUT ALSO FOR THE TREATMENT OF FACIAL AND LEG VEINS. OUR PATIENTS ARE VERY SATISFIED WITH THE RESULTS." – *Susan Touma, 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	Nd:YAG
Wavelength	1064 nm
Pulse Width	adjustable 0.4–300 msec
Maximum Fluence per Spot Size*	
15mm**	35 J/cm <sup>2</sup>
12mm	50 J/cm <sup>2</sup>
10mm	80 J/cm <sup>2</sup>
7mm	160 J/cm <sup>2</sup>
5mm	240 J/cm <sup>2</sup>
3mm	300 J/cm <sup>2</sup>
1.5mm**	600 J/cm <sup>2</sup>
Maximum Rep Rate <sup>1</sup>	5 Hz
Aiming Beam	Blue/Green
Skin Cooling System	Cold air or integrated cooling
Electrical Requirements	110 VAC/20A <sup>^</sup> or 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 <sup>1</sup>Adjustable continuous pulse or single pulse operation <sup>^</sup>Reduced repetition rate

## Take the Initiative

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

- <sup>1</sup> Millennium Research Group, "U.S. Markets for Aesthetic Lasers 2006," May 2006
- <sup>2</sup> Courtesy of T. Woo, MD
- <sup>3</sup> Courtesy of M. Bellini, MD
- <sup>4</sup> Courtesy of J. Lloyd, DO
- <sup>5</sup> Courtesy of P. Weeks