Syneron Dental Lasers Signs Distribution Agreement with Healthcare Solutions & Services Pte Ltd in Singapore

The Associated Press

YOKNEAM, Israel--(BUSINESS WIRE)--Nov 28, 2012--Syneron Dental Lasers (www.synerondental.com [1]), the leading provider of innovative dental laser technologies has signed a distribution agreement with Singapore-based Healthcare Solutions & Services Pte Ltd. Healthcare Solutions & Services Pte Ltd started as a dental distribution company with core products such as dental implants and other related products.

Singapore provides some of the most advanced dental care in the region with over 1400 dentists serving a population total of 4 million. 10% of the dentists in Singapore are specialist practitioners. The Singapore Dental Association conducted a survey which was recently published noting that 45% of the population visits the dentists twice a year. Patients spend an average of US$40 for a visit to the dentist. Furthermore, a recent market research forecasts that the Singapore dental market will reach US$4 billion by 2013 with the city state's reputation as the region's healthcare hub and center of healthcare excellence. In addition, dental tourism provides a potential US$50 million market targeting 1 million foreign patients a year by 2013.

"We are delighted to welcome Healthcare Solutions & Services Pte Ltd to our Syneron Dental Lasers Family," said Ira Prigat, President and CEO of Syneron Dental Lasers. "Similar to the baby boomer population in developed countries, dentists in Singapore are starting to face an increasing demand from highly educated patients who demand high quality dental treatments which are less painful with the use of new technology such as dental lasers. I'm confident that together with our new partner, we will be able to promote the next generation of dental treatment with LiteTouch™ incorporated within dental practices everywhere in Singapore, as well as to enjoy Singapore as a gateway to Malaysia and Indonesia," added Ira Prigat.

Mr. Tommy Ng, Managing Director of Healthcare Solutions & Services Pte Ltd. commented, "Dentists in Singapore are keen to invest in dental lasers which provide a complete solution for both soft and hard tissue so that every aspect of day to day procedures can be carried out. For this purpose, the LiteTouch™ is ideal and we are excited to be able to provide the dental market with a laser which is easy to use, can be easily moved, does not require high maintenance or heavy training. Our company is currently expanding and will focus on distributing equipment that is related to dental implants. In 2013, we will launch as part of our expansion strategy a new division for medical devices. We very much look forward to introducing the LiteTouch™ with its unique Laser-in-the-Handpiece™ technology to our market." LiteTouch™ is the most versatile Erbium YAG dental laser for both hard and soft tissue dental treatments. The unique Laser-in-Handpiece™

incorporated in the LiteTouch™ – a fiber-free laser delivery mechanism – mimics the feel of the turbine drill, and incorporates the entire benefits of the laser. Among the existing Er: YAG lasers, LiteTouch™ stands out due to its special laser distribution characteristics evenly distributed on the target tissue. In addition, its precision and strong water cooling system allows a unique combination of supreme cutting speed cutting in amazing micro-surgery quality. With the LiteTouch™, dentists can achieve better clinical results, save time, and their patients benefit from an overall improved experience and shorter healing time.

Healthcare Solutions & Services Pte Ltd started as a dental distributing company. Its core products are Dental Implants and other related products such as biomaterials. The company is planning to expand its activity and will soon on distributing equipment that is related to dental implants. As part of its expansion, it will launch a division of medical products during the course of 2013. For more information, please visit http://www.hcss.sg/ [2] or contact the company at tommy.ng@hcss.sg [3].

About Syneron Dental Lasers Syneron Dental Lasers (Light Instruments Ltd.) is a leading provider of next generation dental laser technology for hard and soft tissue treatments. In 2007, Syneron Dental Lasers introduced its revolutionary and innovative Laser-in-the-Handpiece™ technology as part of its flagship LiteTouch™ product, non-fiber, Erbium: YAG dental laser device. The Laser-in-the-Handpiece™ innovation has played a pivotal role in transforming the way practitioners perform dental treatments today. Just as the mobile phone freed the world from wires, so has the LiteTouch™ freed dentists from the use of traditional tools as well as bulky, optic fibers making laser dentistry completely portable. With its strong ties and mutual cooperation with global partners and a closely-knit distributor network, the company is strongly positioned to continue leading the dental laser technology space. To date, Syneron Dental Lasers has achieved significant market share, selling its flagship product in countries across the world. The company is strategically positioned to continue expanding its distributor network in new markets, affiliations with academic institutions and luminaries, assisting practitioners across the globe to incorporate and utilize laser dentistry at their clinics with hands-on training and marketing education, and ultimately providing the best dentistry services to their patients. Founded in 2005, Syneron Dental Lasers' headquarters are located in Israel. For more information, go to http://www.synerondental.com [1]

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Links:
[1] http://www.synerondental.com
[2] http://www.hcss.sg/
[3] mailto:tommy.ng@hcss.sg
[4] mailto:hagitt@syneron.com
[5] http://www.businesswire.com/news/home/20121128005566/