Syneron Beauty Introduces the me smooth At-Home Hair Removal System

The Associated Press

Syneron Beauty Inc., a subsidiary of Syneron Medical Ltd. (NASDAQ: ELOS), the leading global aesthetic device company, announces the launch of the me smooth, a revolutionary at-home professional hair removal device for all skin tones using Syneron's patented elos technology.

SAFE AND EFFECTIVE FOR ALL SKIN TONES
The me smoothis the only consumer hair removal solution that is FDA cleared and clinically proven to be safe and effective on all skin types and tones. Powered by elos (electro-optical synergy) technology, combining the power of Intense Pulsed Light (IPL) and Radio Frequency (RF) energies, me smoothselectively targets the hair follicles and delivers heat deep into the dermis to inhibit hair regrowth. The result? Hair removal with unprecedented speed, ease and effectiveness, all in the privacy of your own home. With me smooth, consumers with all skin tones can now achieve smooth, stubble-free skin without the limitations and hassle of older hair removal solutions.

"We are excited to be launching the me brand in the U.S., and our inaugural product, the me smooth, represents a breakthrough in professional at-home hair removal," states Fabian Tenenbaum, Chief Executive Officer of Syneron Beauty. "With me smooth, we have made our patented elos technology available to consumers, providing the first at-home hair removal device that is FDA cleared to be used on all skin types." CLINICALLY PROVEN TECHNOLOGY Before bringing me smoothto U.S. consumers, Syneron Beauty gained FDA-clearance after conducting extensive safety, efficacy and usage studies. The company held clinical studies with over 100 patients at five leading U.S. dermatologist's sites. Patients enrolled in the study represented diverse racial backgrounds and covered all Fitzpatrick skin types.

"Using me smooth for hair removal was confirmed to be safe for the full range of skin tones as well as effective for body hair reduction," notes Jerome M. Garden, MD, of the Department of Dermatology at Northwestern Memorial Hospital, Chicago, IL.

Clinical studies indicate the strong efficacy of me smooth. In trials, quantifiable hair clearance was found in all skin type groups, including skin types V and VI. In a clinical study, the me smooth was used for only 7 weekly treatments and achieved up to 96 percent hair reduction three months after the last treatment.

me smoothuses patented elos technology which was created by the co-founder of Syneron Medical Ltd., Dr. Shimon Eckhouse, who also invented IPL - the previous generation of hair removal and a wide range of skin treatment technologies. elos is already widely used by plastic surgeons and dermatologists, with over three million

elos treatments performed annually by professionals around the world. Now the benefits of this breakthrough technology are available to consumers to use in the comfort and privacy of their own home.

FAST, EASY, AND GENTLE
me smoothis also fast, simple, painless and intuitive to use. Youcan now treat full legs in as little as 10 minutes. Simply glide the me over the skin and let the flashing elos energy take care of the rest. The treatment is painless, and eliminates the burning, snapping, nicks, cuts and irritation often associated with other hair removal solutions.

me smoothretails for $395 and is pre-loaded with 6,000 pulses. The elos replacement cartridge will retail for $50.

me smoothwill be on-shelf in May 2013 at prestige beauty retailers including Nordstrom, Neiman Marcus, Bloomingdales, Ulta, Sephora and Space NK as well as on QVC and mePower.com.

ABOUT SYNERON BEAUTY
Syneron Beauty is a pioneer in the design, development and distribution of energy-based consumer aesthetic products. The Company's products are based on clinically proven technologies derived from the professional medical aesthetic device market, enabling patients to achieve professional-like results in an at-home setting.

Syneron Beauty currently markets the meT brand of home-use hair removal systems, the PearlT family of teeth whitening products and the TandaT family of home-use light therapy products. Syneron Beauty is based in New York and is a wholly owned subsidiary of Syneron Medical Ltd. (NASDAQ: ELOS).

ABOUT SYNERON MEDICAL LTD.
Syneron Medical Ltd. (NASDAQ: ELOS) is the leading global aesthetic device company with a comprehensive product portfolio and a global distribution footprint. The Company's technology enables physicians to provide advanced solutions for a broad range of medical-aesthetic applications including body contouring, hair removal, wrinkle reduction, rejuvenation of the skin's appearance through the treatment of superficial benign vascular and pigmented lesions, and the treatment of acne, leg veins and cellulite. The Company sells its products under two distinct brands, Syneron and Candela. Founded in 2000, the corporate, R&D, and manufacturing headquarters for Syneron Medical Ltd. are located in Israel. Syneron also has R&D and manufacturing operations in the US. The Company markets, services and supports its products in 90 countries. It has offices in North America, France, Germany, Italy, Portugal, Spain, UK, Australia, China, Japan, and Hong Kong and distributors worldwide.

Source URL (retrieved on *03/11/2014 - 10:39am*):
http://www.mdtmag.com/news/2013/02/syneron-beauty-introduces-me-smooth-home-hair-removal-system