

Syneron Launches its Proprietary Sublative Technology for Acne Scars

The Associated Press

Syneron Medical Ltd. (NASDAQ:ELOS), the leading global aesthetic device company, announced today that it will begin the market launch of its proprietary Sublative technology for the removal or modification of the appearance of acne scars. The acne scar treatment is available on all of the Syneron Sublative compatible systems, which includes elos PlusT, eTwoT and eMatrixT.

Acne is the most common skin disorder in the United States, affecting 40 to 50 million Americans. By mid-teens, more than 40 percent of adolescents have acne or acne scarring, which requires treatment by a dermatologist.[1] Syneron's Sublative technology is the only bi-polar fractional radiofrequency (RF) energy device proven to effectively treat acne scars. Due to its unique design, energy can now be delivered beneath the surface of the skin to maximize collagen production while preserving the top layer of the skin intact. This means patients benefit from significant results without the down time or potential complications of more aggressive treatments.

"As an early adopter of the Sublative technology it's been a real delight to have been at the forefront of this revolutionary technology and see it evolve to serve as my staple treatment for my acne scar patients," said Michael Gold, M.D., board certified dermatologist and Medical Director at the Gold Skin Care Center in Nashville, Tennessee.

"While there are nonsurgical to surgical methods to treating a wide range of superficial to defused acne scars, my go-to-treatment is Sublative due to its exceptional results, minimal downtime and unmatched safety profile." In conjunction with the new acne scar treatment, Syneron will introduce "Skinhibitions" - a new focused consumer marketing campaign based on market research the company completed which showed that a majority of women were interested in more efficacious skin procedures but were inhibited by fear of pain, significant down time, side effects and high cost. In an online survey commissioned by Syneron, 22 percent of adults 18 years and older considered acne scars to be an issue that they would like to do something about. Of the respondents that have acne scars, 77 percent responded that they would like to seek a treatment but are inhibited by high costs, pain, downtime and lack of results. Importantly, this survey also indicated more than half of these patients would seek more information about Sublative technology.

"I chose to have my acne scars treated because I felt when people looked at me they didn't see the real me, they just saw my scars," stated Katelyn Baker, a patient of the Gold Skin Care Center in Nashville, Tennessee. "I've had two pain-free treatments with Sublative and my skin is smoother, more filled out, and has a

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natural glow. I am now more confident and feel that people are focusing on me now instead of looking at my scars." ----- 1.

<http://www.aad.org/media-resources/stats-and-facts/conditions/acne> Louis Scafuri, Chief Executive Officer of Syneron, said, "We have received very positive physician and patient feedback on the Sublative technology since its introduction in 2009. This fractional bi-polar radio frequency technology delivers excellent results with little-to-no downtime and is a safe and more effective treatment alternative for all skin tones. The addition of an acne scar treatment further expands its clinical utility and will allow our customers to address a large and underserved segment of the aesthetic market. We look forward to supporting the expanded treatment with the launch of our "Skinhibitions" focused consumer marketing campaign, which will help increase awareness of the excellent results that can be achieved in treating acne scars with the Sublative technology." Syneron will introduce the new acne scar treatment for its Sublative compatible platforms and its new "Skinhibitions" consumer campaign at the American Society of Laser Medicine & Surgery annual conference in Boston, Massachusetts from April 3-7, 2013 and at the Anti-Aging Medicine World Congress & Medispa in Monte-Carlo, Monaco from April 4-6, 2013.

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.

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