



Longbow Company Profile



CyDen is a medical device company that has developed a range of Intense Pulsed Light products for permanent hair removal and skin rejuvenation.

CyDen

CyDen is a leading developer of Intense Pulsed Light (“IPL”) systems. IPL is a mode of light therapy that is used primarily for permanent hair removal, but also skin rejuvenation.

CyDen was established in 2004 to develop and commercialise products based on its patented and proprietary technology called iPulse™. iPulse™ technology was initially developed for the professional market and a range of hair removal devices for salons were introduced between 2005 and 2007.

CyDen’s vision is to “democratise” IPL treatment by providing safe and affordable systems that can be used at home. Their technology enabled this vision to become reality when in February 2009 Boots launched the jointly branded ‘Smooth Skin’ product.



Technology

CyDen’s team of scientists and innovators are the authors of over 40 patents in the light-based therapy field, while their products were the first light-based devices to win US FDA approval for hair removal, non-ablative wrinkle reduction and the treatment of acne. The results of these innovators’ most recent work is iPulse™, a patented technology allowing the development of systems that are smaller, cheaper and safer. iPulse™-based devices are also capable of treating larger skin areas, in considerably less time because of better light-delivery and more ergonomic design.

Market

The market for aesthetic treatments is growing rapidly. The launch of new procedures is forecast to grow the professional device market from \$5bn in 2008 to \$8bn in 2012 and the volume of treatments to 101m in 2012 accounting for revenue of \$39bn. The home-use segment is relatively new and forecast to grow at an average rate of 35% to \$1.3bn. This includes permanent hair removal, skin rejuvenation and cellulite reduction.*

*Information taken from ‘Medical Insight’ Report - Home Use Aesthetic Devices: A High-Growth Emerging Market Segment January 2009

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