

CyDen Set for Explosive Growth with Investment from Unilever Ventures

12 May 2008 – CyDen Ltd, the Swansea-based medical devices company and pioneer of intense pulsed light (IPL) technology, today announced a significant capital injection from Unilever Ventures, part of a £2.8 million investment round managed by Longbow Capital LLP.

CyDen's revolutionary iPulse™ range of products, which offer light-based treatments for permanent hair reduction, acne, skin blemishes, pigmentation as well as phototherapy for anti-aging and wrinkle reduction, are poised for significant growth following the successful completion of a Series C investment round which attracted new investor Unilever Ventures. CyDen is now ideally placed to leverage its innovative technology and competitive pricing to capture an increasing share of the rapidly growing medical aesthetics market worldwide.

CyDen was also pleased to report that Unilever Ventures backed Spa and Salon International (SSI) has selected iPulse™ for installation in its ReAqua, Ponds Institute and Dove Spa branded salons following an intensive trial period in Dove Spa. SSI selected iPulse™ for its rapidly expanding network of spas and salons across Europe and the Americas to enable it to offer in-house hair removal and skin treatments with iPulse™ coming through strongly in both technical performance and value.

CyDen has miniaturised and simplified the power technology to provide small and portable IPL devices that deliver safe and effective results at lower energy levels than other forms of treatment for exciting new treatment possibilities.

Professor Marc Clement, Chairman of CyDen, said, "We are delighted that Unilever Ventures recognises both the immediate and future impact of CyDen in the professional and spa environment. Light therapy offers a tremendous opportunity for non-invasive cosmetic treatments and an alternative to traditional skin care remedies. With the backing from investors such as Unilever Ventures we look forward to building strategic partnerships to strengthen our business and ultimately enable expansion into new markets."

The investment from Unilever Ventures, the venture capital firm fully backed by Unilever Plc, marks a significant development for both organisations. In addition to the financial support, CyDen will benefit from the presence of Unilever Ventures on its Board of Directors.

CyDen's iPulse™ technology marks a major new development in IPL therapy. Ongoing clinical education for users, along with the soon to be available "iPulse™ experience" customer care programme, provides business owners with a reliable and cost-effective entry into today's lucrative aesthetic and beauty market. CyDen operates a growing distribution network with representation in more than fifty countries.

The investment from Unilever Ventures, builds on the support CyDen receives from Longbow Capital LLP, an investor and strategic partner since 2004. Longbow, a specialist venture capital firm, provides capital and management support to consumer facing and technology-based businesses. It is focused on making investments into new

and innovative companies like CyDen that can potentially grow into very meaningful businesses to address a global demand.

Ron Petersen, a co-founder of Longbow Capital and CEO of CyDen, commented, “At Longbow we support young exciting businesses with established technology platforms, which can be developed to address markets where product demand is already clear. CyDen typifies the sort of company we like to work with and help build from an early stage into a vibrant commercial organisation. We continue to be impressed by the technical and innovative abilities of CyDen. The potential for CyDen to work closely with Unilever and other world leaders reinforce CyDen’s exciting future.”

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About CyDen Ltd

CyDen was established in 2002 to develop its revolutionary iPulse™ technology. The company, based in Swansea, Wales, has recruited a team of specialists which includes the inventors of the first laser technology for cosmetic applications such as hair removal, skin rejuvenation and acne. In fact, the team is responsible for the first patents and the first FDA approvals for laser technology in the field. Although still a small company, CyDen now has a global reach with a distribution network that spans more than 50 countries.

The four founders, Professor Marc Clement, Jan Simonsen, Kevin Smith and Mike Kiernan, developed the core iPulse™ technology in two and a half years before raising finance through private equity firm Longbow Capital LLP in 2004. This investment has enabled CyDen to structure its manufacturing and marketing functions and in 2004 experienced industrialist and Longbow Partner Ron Petersen became CEO to drive CyDen’s international expansion.

For further information, please visit www.cyden.co.uk or www.ipulse.uk.com.

About Longbow Capital LLP

Established in 2004 Longbow Capital LLP is a leading specialist in unquoted investments. Its purpose is to bring to early stage unquoted companies the management skills and capital required in order to build successful businesses that can generate significant returns for investors over a 3 to 5 year period.

Longbow manages more than £40 million invested across 36 companies, having added 9 new investments with more than £23 million since its formation.

Longbow seeks to invest in companies looking for development capital with excellent growth prospects as well as the core of a strong management team. It actively searches for investment opportunities offering new and innovative proprietary technologies with wide ranging applications, scalability and, as a result, offers considerable market potential. Longbow tends to focus on a range of areas across personal healthcare and the life sciences.

For further information, please visit www.longbow.co.uk or email info@longbow.co.uk.

About Unilever Ventures Limited

Formed in 2002 and backed by Unilever Plc, Unilever Ventures is a venture capital firm providing funding and development skills to start-up and early stage businesses with high growth ambitions. Having initially focused on start-up investment, Unilever Ventures now considers later stage investment, including expansion-led capital and management buyouts with an enterprise value of up to €50m.

Drawn from within Unilever and the private equity sector, Unilever Ventures' London-based team has so far invested in around 20 businesses, mainly in the UK.

Its primary objective is to support businesses that deliver a compelling consumer proposition in growth markets, be this product or service led. The company also has interests in several technology-based businesses where it has been able to leverage expertise in Unilever.

As well as providing capital Unilever Ventures has the ability to secure assets and expertise from the Unilever Group to support its portfolio company's where this is appropriate. This is managed on an arms length basis where management and other shareholders see benefits in this support.

For further information please visit www.unileverventures.com.