

PALOMAR NEWS

PRODUCT NEWS

Palomar Introduces Fractional Skin Resurfacing Handpiece



Palomar introduced the Lux1540 Fractional™ Laser Handpiece at the American Academy of Dermatology annual meeting in March.

The Lux1540 provides a new and more effective method of skin resurfacing. This device uses patented Fractional Technology to deliver laser pulses as an array of focused “microbeams,” which create a pattern of heated columns in the epidermis and dermis, without damage to the tissue surrounding the columns.

This Fractional approach results in effective soft tissue coagulation. Fractional technology also provides a higher safety margin than conventional bulk treatment because a large volume of tissue remains intact. This will result in more effective tissue healing, less discomfort during treatment, and zero-to-minimal downtime for the client. The Lux1540 is FDA-cleared for soft-tissue coagulation. It is not yet cleared for skin resurfacing.

The LuxIR Fractional™ Infrared Handpiece was also introduced at AAD 2006. Both handpieces are attachments for the versatile StarLux® Pulsed Light and Laser System.

Palomar Technology Discussed at ASLMS

Several abstracts were presented on Palomar’s pioneering technology at the American Society of Laser Medicine and Surgery annual meeting in April.

The topics covered included Palomar’s Fractional Technology for skin tightening and skin resurfacing, and the effectiveness of Palomar IPL vascular treatments as compared to Pulsed Dye and KTP lasers.

These abstracts are available in the Lux Club section of www.palomarmedical.com.



LuxIR Fractional™ Receives New FDA Clearance

Palomar has received a new FDA clearance for the LuxIR Fractional™ Infrared Handpiece; it has been cleared for coagulation of soft tissue for dermatological procedures (it was previously cleared for deep heating for pain relief).

The LuxIR delivers infrared light deep into the dermis and hypodermis; the light contracts the skin through soft tissue coagulation. Rather than using one large beam to deliver light, the LuxIR employs Palomar’s unique Fractional technology to deliver light as an array of spots, creating islets of elevated temperature within the dermis, surrounded by unaffected tissue.

This approach tightens the skin through transformation of collagen structure in a precise and well-controlled manner while protecting the skin, because so much tissue is unaffected. Active Contact Cooling before, during, and after each light pulse contributes to safety and comfort.



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CLINICAL UPDATE

The Lux1064™ for Leg Veins

By Richard Bankowski
Field Clinical Director

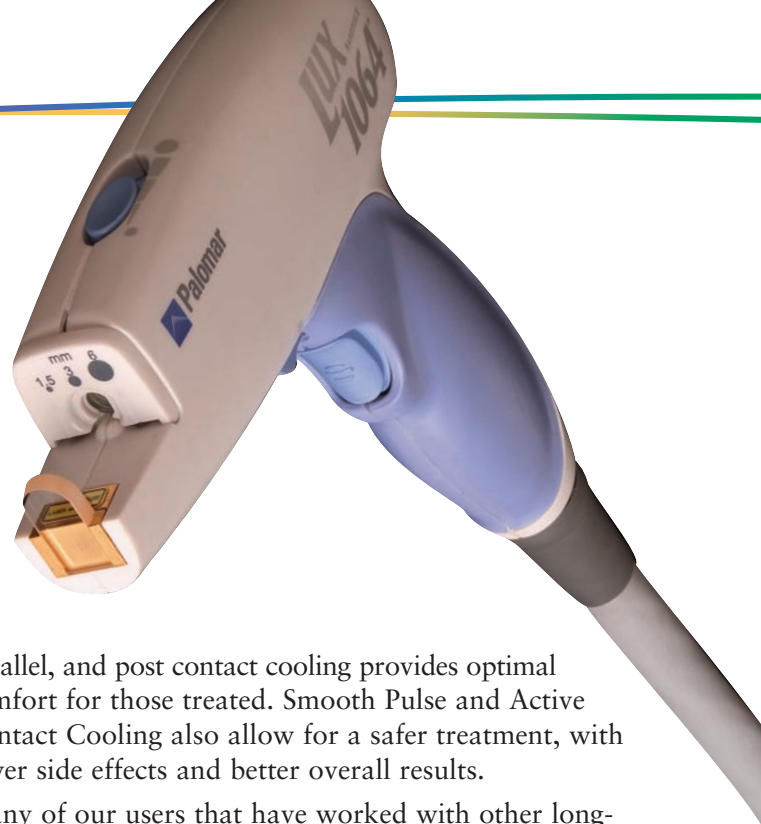
The Lux1064™ Nd:YAG Laser Handpiece has really made a positive impact on the leg vein market. Aside from the versatility it adds to the StarLux platform, and the superior efficacy it delivers, customers have told me that it truly is a “different” long pulsed YAG in terms of comfort. It is very easy for companies to mimic technology but much harder to invent it.

At Palomar, we are constantly striving to bring better technology to the marketplace. Sometimes, this takes a little longer than planned, but now we see the benefit of the wait for this product: the positive feedback from our users.

Historically, laser leg vein treatment with old long-pulsed Nd:YAG technology was a very painful procedure. We considered this when designing the Lux 1064. This laser-based handpiece attaches directly to the StarLux unit and delivers laser light with the same smooth pulse configuration that we use with our Intense Pulsed Light handpieces, such as the LuxG and LuxY. This, combined with pre,

parallel, and post contact cooling provides optimal comfort for those treated. Smooth Pulse and Active Contact Cooling also allow for a safer treatment, with fewer side effects and better overall results.

Many of our users that have worked with other long-pulsed Nd:YAG systems have commented that their patients are much happier with their treatments. They actually have referrals from people treated with Lux1064 because they have heard there is a new laser treatment that is much more comfortable than other options they've tried.



CORPORATE NEWS

Palomar Announces Successful Conclusion of Patent Infringement Lawsuits

Cutera Admits Infringement and Validity of Palomar Patents

Palomar's lawsuits against Cutera, Inc. were resolved on June 5, when Cutera agreed to a settlement. Palomar accused Cutera of infringing Palomar's patents with several of their laser- and lamp-based hair removal systems. Cutera has admitted to the infringement, validity and enforceability of the patents and agreed not to challenge them in the future. Cutera will pay Palomar royalties on past and future sales of these hair removal systems, and any new light-based hair removal systems later developed.

Patricia Davis, Senior Vice President and General Counsel of Palomar, commented "The Court's rulings throughout this lawsuit confirmed the breadth and validity of Palomar's patent position. This favorable resolution with Cutera further substantiates the strength of these patents. Palomar intends to continue its strategy of vigorously enforcing our patent position."

Joseph P. Caruso, President and Chief Executive Officer of Palomar, commented, "Palomar pioneered the cosmetic light-based industry with the first high powered light-based hair removal system in 1997. Since then, this industry has become one of the fastest growing segments in the medical industry with hair removal procedures being the most popular cosmetic light-based procedure performed today. Many companies have taken advantage of this high growth by offering products covered by our patents, and Palomar intends to license such companies or prevent continued infringement."



Marketing Your Aesthetic Practice

Sending Direct Mail to Your Patients or Clients

By Mary-Margaret Mulligan

Your existing client list is your single greatest marketing resource. Your first and most effective direct mail project should be to let these folks know about the aesthetic treatments available at your practice. Production and postage costs will vary with the complexity of your direct mail piece. The following outlines several direct mail options.

A postcard can be very effective – colorful, simple message, low postage cost. Two postcard designs are available on the Palomar Lux Club owner's website. You can download the files and take them to your local quick printing shop. These postcards can also be used as appointment reminder postcards.

A more formal approach is to send clients a letter on your business stationery. The "Read Me First" CD in your Business Builder Kit includes a sample client base letter you can use as a starting point. Including a brochure or special offer coupon with the letter can increase the response rate.

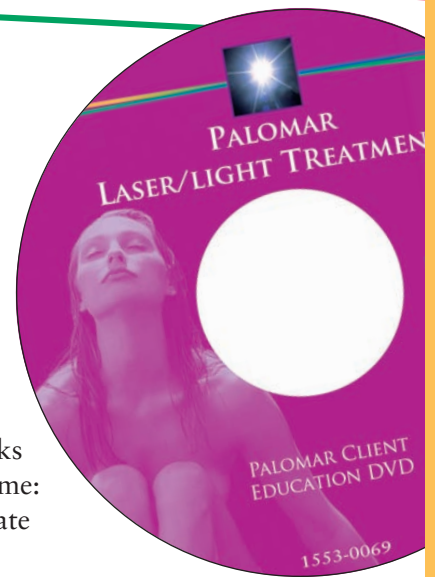
A custom designed brochure mailer or newsletter is often the most educational and impactful type of direct mail piece. The success of this type of mailer hinges on good copy writing and graphic design. Many quick print shops provide design services for a fee. Need graphics? Clinical photos and logos can be found on the CD or in the Lux Club.

Mailers are a very effective way of announcing an open house or a seminar, and should be sent out at least 6 weeks prior to the event.

SYSTEM OWNERS

New Client Treatment DVD

All Palomar System owners will be receiving a new Client Treatment DVD, for use in their waiting room or other venues. This DVD features testimonials from clients who have received Palomar treatments, such as permanent hair reduction, photofacials for sun damage and rosacea, sunspot removal, and acne clearance. Explanations of how pulsed light technology works are included. Make the best use of your clients' time: when they're waiting for their appointment, educate them about the treatments you have to offer with the Palomar Client Treatment DVD.



You've got questions... We've got answers!

Have you been stumped by clinical questions that you just don't seem to know the answer to?

Palomar has kept track of commonly asked questions from our users and is pleased to offer a *Frequently Asked Questions Presentation*, which can be accessed on the **LuxClub Clinical Page** of www.palomarmedical.com.

In this FAQ presentation, you will find answers to many questions, such as "Is skin typing important?" and "Why do you recommend the use of Humatrix®?"

The FAQ is also a great teaching tool for new employees. All Palomar System owners should visit the LuxClub soon!

WWW.PALOMARMEDICAL.COM/DRAWING

Chance to win an iPod Nano!

Palomar wants to keep our loyal System Owners informed about our *newest products, informative web seminars, educational clinical studies, and more.*

But we can't keep in touch as often as we'd like without your email address. Please share your email address with us and enter our drawing for *one of four new iPod Nanos!*

Visit www.palomarmedical.com/drawing and submit your email address to enter.

Drawing will be held on June 30, 2006. Winners will be notified by email. You do not need to be a Palomar system owner to enter.



PALOMAR EVENTS

Register online at www.palomarmedical.com, Seminars & Events Page.



User Meetings

for System Owners only!

- July 22 • Houston, Texas
- Aug 19 • Napa, California
- Sept 9 • New York, NY

Tradeshows *(partial list)*

- May 30-31 American Academy of Physician Assistants
San Francisco, CA
- June 3-5 IECSC Medical Spa Summit • *Las Vegas*
- June 15-17 Pri-Med Midwest • *Rosemont, IL*
- June 22-24 European Society of Laser Aesthetic Surgery
Graz, Austria
- July 14-16 American Academy of Anti-Aging (A4M) • *Chicago, IL*
- July 16-18 CosmoProf North America • *Las Vegas*
- July 19-22 Cosmetic Boot Camp • *Aspen*
- July 26-30 Summer AAD • *San Diego*
- Aug. 11-13 Controversies in Cutaneous Laser Surgery
Carlsbad, CA
- Sept. 28-30 American Academy of Family Physicians
Washington, D.C.

Palomar Hands-on Seminars

- June 24 Laguna Beach, CA
- June 24 New York, NY
- June 24 Miami, FL
- June 24-25 Las Vegas, NV*
- June 25 Fresno, CA
- June 25 Tampa, FL
- July 1 Hilton Head, SC
- July 8 Winnipeg, MB
- July 8 Little Rock, AR
- July 12 Sacramento, CA
- July 15 Columbus, OH
- July 23 Houston, TX
- Aug. 5 Phoenix, AZ
- Aug. 5 Bethesda, MD
- Sept. 2 Atlantic City, NJ
- Sept. 9 Boston, MA
- Sept. 9 San Diego, CA
- Sept. 9 Fort Lauderdale, FL
- Sept. 10 New York, NY
- Sept. 10 Tampa, FL
- Sept. 10 Los Angeles, CA
- Sept. 14 Vancouver, BC
- Sept. 30 Toronto, ON
- Sept. 30 Norfolk, VA

* Denotes seminar run by Cosmetic Laser Consultants. These seminars require an attendance fee of \$299.00.

Palomar Web Seminars

- June 20 Professionally Selling Your Cosmetic Procedures, Part 3
Selling Against the Competition
with Cindy Graf
- June 21 Palomar Fractional Technologies for Aesthetic Treatments –
An International Web Seminar
2:00 PM (EST) / 8:00 PM Central European Time / 9:00 PM Eastern European Time
with Robert Weiss, M.D.
- July 19 Getting the Most out of Aesthetic Treatments in Your Primary Care Practice
with Dianne Quibell, M.D. and Flo Goshgarian

