Cynosure, Inc. (CYNO) - Product Pipeline Analysis, 2015 Update

Description: Summary

Cynosure, Inc. (Cynosure) is a medical equipment company that develops and markets aesthetic and medical treatment systems. The company's treatment procedures include skin revitalization and scar reduction, hair removal, and treatment of vascular lesions. Its medical systems are utilized by physicians and other practitioners to perform non-invasive procedures and minimally invasive procedures. Cynosure also treats multi-colored tattoos, liquefies and removes unwanted fat through laser lipolysis, rejuvenates the skin, and reduces cellulite and treat onychomycosis. The company's systems are used in laser and other light-based energy sources, such as pulse dye, Alexandrite, and diode lasers, also intense pulsed light. It markets its products in France, Spain, North America, the UK, Germany, Korea, China, Japan and Mexico. Cynosure is headquartered in Westford, Massachusetts, the US.

This report is a source for data, analysis, and actionable intelligence on the company's portfolio of pipeline products. The report provides key information about the company, its major products and brands.

The report enhances decision making capabilities and help to create effective counter strategies to gain competitive advantage.

Scope:

- The report reviews detailed company profile with information on business description, key company facts, major products and services, key competitors, key employees, locations and subsidiaries and recent developments
- The report analyzes all pipeline products in development for the company Cynosure, Inc.
- The report provides pipeline analysis on all pipeline products of the company (by equipment type, by indication, by development stage, and by trial status)
- The report covers detailed information on each pipeline product with information on pipeline territory, stage of development, device class, regulatory path, indication(s), application(s) and estimated launch date
- The report provides detailed description of products in development, technical specification and functions
- The report also covers ongoing clinical trials (wherever applicable) with information on trial name, trial objective, sponsor, trial design, trial status and phase, estimated start and end date.

Reasons to Buy:

- Develop business strategies by understanding the trends and developments driving the medical devices pipeline and technology landscape
- Design and develop your product development, marketing and sales strategies by understanding the competitor portfolio
- To formulate effective Research & Development strategies
- Develop market-entry and market expansion strategies
- Exploit in-licensing and out-licensing opportunities by identifying products, most likely to ensure a robust return
- Plan mergers and acquisitions effectively by identifying key players of the most promising pipeline
- Identify emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage
- Develop competition strategies by identifying the status and likely launch of the competitors’ pipeline products through review of the clinical trials, stage and of development, etc
- Identify, understand and capitalize the next high-value products that your competitor would add in its portfolio

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Jul 07, 2015: FDA Clears Cynosure To Market SculpSure For Non-invasive Lipolysis Of The Abdomen
May 29, 2015: The Newest FDA-Cleared Breakthrough In Women's Health Treatments
May 19, 2015: Cynosure Receives FDA 510(k) Clearance for SculpSure, the World's First Hyperthermic Laser Treatment for Non-Invasive Fat Reduction
May 05, 2015: Cynosure Announces First-Quarter 2015 Results; Posts Record First-Quarter Revenue of $74.9 Million, Up 21 Percent from Prior Year
Apr 22, 2015: Cynosure Announces Late-Breaking Abstracts on New Non-Invasive Fat Reduction Technology at ASLMS Annual Conference

Feb 24, 2015: Cynosure Announces FDA Clearance of New 532 nm Laser Delivery System for PicoSure

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