Cynosure, Inc. (CYNO) - Product Pipeline Analysis, 2016 Update

Description:

Summary

Cynosure, Inc. (Cynosure) develops, manufactures and markets aesthetic and medical treatment systems. The company's light-based aesthetic treatment systems are used in the treatment of skin revitalization and scar reduction, hair removal, gynecology, pigmentation, tattoo removal, wrinkle reduction and vascular lesions and others. It also provides radiofrequency energy sourced medical devices for various precision surgical applications including facial plastic and general surgery; ear, nose, and throat procedures; oral and maxillofacial surgery; and others. Its medical systems are used by dermatologists, plastic surgeons, and other medical practitioners for non-invasive and minimally invasive procedures. The company distributes its products directly and also through a network of distributors worldwide. 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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May 24, 2016: Cynosure Receives FDA Clearance to Market New PicoSure Energy Delivery System for Tattoos and Pigmented Lesions
Apr 26, 2016: Cynosure Announces Record First-Quarter 2016 Results; Revenues Increase 26% from Prior Year to $94.7 Million
Feb 16, 2016: Reading Plastic Surgery Practice Introduces New, Non-Invasive Fat Reduction System
Feb 09, 2016: Cynosure Announces Fourth-Quarter 2015 Results; Achieves Record Quarterly Revenue of $102.4 Million, 19 Percent Increase from Prior Year
Feb 05, 2016: ALESSI INSTITUTE Now Offers SculpSure for Non-Invasive Body Contouring
Jan 21, 2016: CynoSure Brings the Speed of Light to Non-Invasive Body Contouring...Introducing SculpSure
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Jan 06, 2016: A Center for Dermatology, Cosmetic and Laser Surgery, now Offers SculpSure for Non-Invasive Body Contouring

Oct 27, 2015: Cynosure Announces Third-Quarter 2015 Results; Revenue of $78.4 Million, 10 Percent Increase from Prior Year

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