

Energist Acquisitions Create Significant Platform for Growth

By Bob Kronemyer, Associate Editor

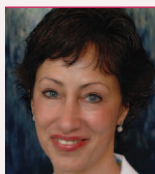
Last year was a busy one for Energist Ltd. (Swansea, Wales, U.K.), resulting in acquisition of CyDen Ltd.'s (Swansea, Wales, U.K.) professional pulsed light business, as well as the assets of laser manufacturer MedArt A/S (Hvidovre, Denmark). By strategically acquiring complementary products, Energist has enhanced and expanded their existing line of pulsed light and light-emitting diode (LED) offerings.

"There's no question that 2009 was a very difficult year for our industry, but the economic downturn has also brought some attractive opportunities," said Jonathan Prutton, CEO of Energist.

The March 2009 acquisition of CyDen's professional pulsed light business allowed Energist to manufacture and market the iPulse portable pulsed light systems alongside their more powerful range of variable pulsed light (VPL) devices. This purchase has also increased Energist's installed base to more than 6,000 pulsed light and LED units, sold through an international network of over 90 distributors.

Energist's acquisition of MedArt in November 2009 enabled the company to market diode and CO₂ lasers, as well as scanners, for hair removal, vascular treatments, skin resurfacing and general surgery. Though MedArt already has an installed base of approximately 2,500 systems, along with a network of over 30 international distributors, "clearly there are opportunities for new sales in Energist's existing channels," Mr. Prutton stated. "For example, in hair removal, many physicians prefer to use lasers over pulsed light devices. Diode lasers with a scanner can also be used for hair removal.

Additionally, our diode system has shown particularly good results on pigmented and large vascular lesions."



Bonnie Straka, M.D.
Dermatologist
Charlottesville, VA

"We are achieving great results with the UltraPlus high-energy applicator on photo-damaged skin. We use this applicator in preference to our various lasers to treat photo-aging, rosacea and solar lentigines."



Adam Bodian, M.D.
Dermatologist
Great Neck, NY

To further bolster the company's worldwide presence in the physician market, John Lenihan joined Energist in January 2010 as the vice president of sales. Most recently Mr. Lenihan was the vice president of international sales at Cynosure (Westford, Mass.), preceded by positions at Cutera (Brisbane, Calif.) and Diomed. "John's experience comes exclusively from the medical end of the industry, so he will play a major role in further penetrating this core sector," Mr. Prutton noted.

These purchases and recruitments represent a strong foundation for the continued growth of Energist. "With our expanded technology platform, we expect to continue a program of new product introductions along with continued acquisition activity," Mr. Prutton commented.

In the U.S., Energist continues to spearhead operations from its New York and California based sales and service centers via a comprehensive distributor and representative network.

According to Adam Bodian, M.D., a dermatologist in private practice in Great Neck, N.Y., the compact size, ergonomic scanner and competitive price point of the MedArt FRx CO₂ laser are advantageous. "I have had great results with the FRx, which makes it the fractional system of choice at my practice," he said. This FDA cleared device is a portable and fiber-delivered fractional system. "It should be a hot product in the U.S. and we think it will be of particular appeal to non-core physicians," Mr. Prutton added.

Energist's current top-selling product in the U.S. is the flagship UltraPlus VPL, which comes standard with four applicators, including a high-energy skin applicator that delivers over 100 J/cm². "This makes it one of the most powerful handpieces of any pulsed light system," Mr. Prutton conveyed.

Bonnie Straka M.D., a dermatologist from Charlottesville, Va., has two UltraPlus systems in her practice. "We are achieving great results with the UltraPlus high-energy applicator on photodamaged skin. In fact, we use this applicator in preference to our various lasers to treat photo-aging, rosacea and solar lentigines."