

# Syneron and Candela Merger Leads Industry into Next Stage of Growth

By Kevin Wilson, Contributing Editor



**Louis Scafuri**  
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**Gerard Puorro**  
CEO  
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The recent announcement of a merger between two major players in the aesthetic device arena, Syneron, Ltd. (Irvine, Calif.) and Candela Corporation (Wayland, Mass.), has predictably generated a great deal of questions within the industry. But beyond all the noise, the goal of the management teams involved was clear – combine the forces of two leading entities whose product lines and market bases are in fact, complementary.

The changes for the end-user physician, according to Syneron CEO Louis Scafuri, should be entirely positive. “What we’re trying to do is build on what Syneron and Candela individually bring to the table,” he explained. “There will be no new names or other potentially confusing changes for our physician customers. Candela will remain a wholly-owned subsidiary of Syneron; various company offices, headquarters and distribution centers will remain in operation as before. It is our intention to preserve the brand integrity of our products, preserve the pipelines and maintain and grow the customer service our clients have come to expect.”

It was the unique combination of economic changes and global growth of aesthetic medicine that brought about the merger, according to Mr. Scafuri. “As we emerge from worldwide economic downturn there is also significant worldwide opportunity.” Historically, Syneron’s customer base has been very strong in the non-core market, explained Mr. Scafuri. At the same time, the company has been developing novel modalities that will

appeal to the core market. “Our research showed that in many ways, we weren’t in direct competition with Candela,” he noted. “We are based mostly in the non-core market, while Candela stands as a strong leader with core physician specialists.”

In addition, Syneron is a recognized leader in radiofrequency and light-based combinations such as elōs, while Candela has been a global leader in laser technology for decades. “We each have a lot to offer the other, especially as we begin to make forays into what was previously the territory of the other, with new technologies,” Mr. Scafuri explained. “This merger will allow us to take our innovative technologies and marry them to Candela’s pre-existing distribution network and reputation for best-of-breed products with the core market and vice versa. Now we’re among the largest companies in the space.”

“This isn’t simply a merger of two companies,” said Candela CEO Gerard Puorro, who will remain on the board of directors of the new entity. “This is the bringing together of two complementary, market-driven cultures of innovation. It’s a commitment to a shared vision that should catapult us forward into the growing global aesthetic market as we enter the next decade.”

“In the end, this new entity will be based around product support and innovation. So it should be business as usual, but better, for us and our customers,” Mr. Scafuri concluded.