

Elizabeth Grady Partners with Cynosure to Expand Services and Offer Innovative WarmSculpting™ with SculpSure® and Icon™ Treatments

Boston, Mass., October 3, 2019 — Elizabeth Grady, a Boston-based esthetics, massage therapy, makeup artistry and retail product company, announced it will partner with Cynosure, a division of Hologic, Inc. to provide [WarmSculpting™ with SculpSure®](#) and [Icon™](#) treatments at each of its 24 locations throughout New England and at its accredited School of Esthetics and Massage Therapy. The new technologies will offer enhanced treatment options to clients and provide advanced educational opportunities for Company professionals.

Founded in 1974, Elizabeth Grady authored *Where Beauty Meets Medicine®*, providing clients with innovative treatment options while offering the most up-to-date technology training for its staff. The Company services in excess of 100,000 customers, and graduates more than 200 highly skilled, expertly trained professional estheticians, massage therapists and makeup artists annually.

“The services Elizabeth Grady provides for our clients’ skin health is something the company takes great pride in. We always offer the most advanced technology and products to keep them looking younger longer, that’s why most Elizabeth Grady clients don’t look thirty until they’re forty,” said John P. Walsh, President and CEO of The Elizabeth Grady Companies. “Elizabeth Grady is honored to partner with Cynosure, a global leader in energy-based medical aesthetics, and we’re pleased to offer their WarmSculpting and Icon treatments, which expand the services available to our clients, providing them with the most in-demand treatments they’re looking for. The scientific and educational approach that Cynosure provides will strengthen and confirm that Elizabeth Grady professionals are the most sought after in the field.”

WarmSculpting with SculpSure is a clinically proven, non-surgical body contouring treatment designed to permanently eliminate fat cells in problem areas, including the abdomen, love handles (flanks), back, thighs and under the chin. WarmSculpting utilizes laser technology to raise the temperature of body fat to disrupt and destroy these cells, which are naturally eliminated over time and do not return. Clients are able to achieve desired results — without downtime or surgery — through customized treatment plans, with each treatment lasting only 25 minutes.

Brooke Shields serves as national spokesperson for the state-of-the-art WarmSculpting treatment. As the face of the Company’s new “Be strong. Be sexy. Be confident.” campaign, Shields inspires consumers to live confidently in a body that reflects their hard work and commitment to a healthy lifestyle.

The Icon Aesthetic System offers high-peak power, state-of-the-art contact cooling and the proprietary Skintel® Melanin Reader, providing excellent results across vessel and pigment clearance, surgical and acne scar treatment, stretch mark treatment, wrinkle reduction and permanent hair reduction. The addition of Skintel, the industry's only melanin reader, provides additional safety and efficacy by determining the average melanin density of skin prior to treatment for ideal treatment settings.

"We hear often from our customers that their clients and patients feel more confident with the help of our technology and treatments," said Erik Anderson, Divisional President of Cynosure. "We are excited to work with Elizabeth Grady and know that adding our WarmSculpting and Icon treatments means more success stories from their more than 100,000 customers and highly skilled staff."

WarmSculpting with SculpSure and Icon treatments will be available at Elizabeth Grady locations beginning in October.

About The Elizabeth Grady Companies

The Elizabeth Grady Company is an innovative skincare beauty enterprise, with a 45-year legacy of enhancing client well-being. Elizabeth Grady brings their best-in-class, *Beauty of Experience*® to esthetics, massage therapy, makeup artistry and product development. The Elizabeth Grady School of Esthetics and Massage Therapy is an accredited institution founded in 1975, providing esthetic and massage professionals with industry-leading training and education. In 2019, the Elizabeth Grady School was awarded the best Esthetician Program in Massachusetts.

For more information, visit www.elizabethgrady.com and www.elizabethgrady.edu