

Hologic's Cynosure Division Announces Brooke Shields as Celebrity Spokesperson for SculpSure® Body Contouring

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Cynosure launches "Be strong. Be sexy. Be confident." campaign offering consumers the chance to meet the Hollywood icon and win free SculpSure® treatments

MARLBOROUGH, Mass.--(BUSINESS WIRE)-- Hologic's (Nasdaq: **HOLX**) Cynosure division announced today that iconic actress, model, Broadway star and author Brooke Shields will serve as national spokesperson for the state-of-the-art SculpSure® body contouring laser treatment. As the face of SculpSure's new "Be strong. Be sexy. Be confident." campaign, Shields will inspire consumers to live confidently in a body that reflects their hard work and commitment to a healthy lifestyle.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190423005167/en/>

Brooke Shields (Photo: Business Wire)

SculpSure body contouring is an FDA-cleared, non-invasive, light-based treatment that safely and effectively targets and permanently destroys fat cells in the treated area, helping women and men achieve a slimmer appearance. SculpSure uses 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. Patients are able to achieve desired results — without downtime or surgery — through customized treatment plans, with each treatment lasting only 25 minutes.

"Growing up under scrutiny, I often struggled with body confidence," said Shields. "Through the years, I've worked really hard to maintain a healthy lifestyle, but there's always a few stubborn areas that I can never quite change. Like everyone else, I want to feel and look my best. That's why I'm thrilled to have found a solution that works. I

chose SculpSure treatments because I was looking for a body contouring option that complements the hard work I put in every day, and I want to inspire others to feel beautiful and confident.”

Shields will educate consumers about SculpSure through a campaign that includes digital advertising, social media, videos and in-office patient collateral. The “Be strong. Be sexy. Be confident.” campaign will kick off with a contest from April 23 to July 9, 2019. Consumers who visit **SculpSure.com** and upload a photo of themselves and share how a SculpSure treatment will improve their self-confidence will have a chance to win two free SculpSure treatments and a trip to New York City. The winner will visit Brooke’s favorite New York spots and meet Brooke for a professional photo shoot together.

“Brooke is timeless — and the epitome of strength, beauty and confidence,” said Kevin Thornal, Hologic’s Division President, Cynosure. “Her authenticity, relatability and multigenerational appeal make her the perfect partner for SculpSure body contouring. We take great pride in our mission to enhance lives and provide treatments that help consumers feel more confident. SculpSure treatments are changing the game for women and men to help them feel strong, sexy and confident.”

SculpSure treatments have a high patient satisfaction rating on **RealSelf.com**, the leading review site for medical aesthetic treatments, and was recognized as a 2019 RealSelf “Most Worth It” procedure based on consumer satisfaction scores. The clinically proven, non-surgical treatment has been approved for use on the abdomen, love handles (flanks), back, thighs and under the chin.

“SculpSure is an entirely different approach to non-invasive lipolysis, one that is safe, highly effective and backed by impressive clinical research and scientific data — without major side effects like other body contouring treatments currently on the market,” said Dr. Dennis Gross, board-certified dermatologist and dermatologic surgeon at Dr. Dennis Gross Dermatology. “My patients love the SculpSure treatment because it helps them eliminate problem areas that have bothered them for quite some time. Brooke’s broad appeal will inspire others to be unapologetic in seeking support to reach their wellness and body goals.”

To learn more about SculpSure body contouring, the campaign and the contest, please visit **www.sculpsure.com**.

About Hologic, Inc.

Hologic, Inc. is an innovative medical technology company primarily focused on improving women’s health and well-being through early detection and treatment. For more information on Hologic, visit **www.hologic.com**.

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