#### Contents

- 1 Objective
- 2 Introduction
- 3 Search in PCS
- 4 Top Assignee
- 4 Top Assignee
  5 Top Assignee Insights

  5.1 A) Johnson & Johnson
  5.2 B) Klox Technologies

  6 Bibliographic Analytics

  6.1 Main CPC?s:
  6.2 IP Activity:
  6.3 Geographical Distribution
- 8 Technical Insights: Concepts vs Top Assignees
  - ♦ 8.1 Technology Concepts:
- 9 Value Chain Analysis 10 Latest M&A Activity in the Space

### Objective

- Perform a landscape search in the area of KTP LASER with application in skin care and cosmetics
- Use PCS to derive insights and gain competitive perspective
   Understand the value chain and recent M&A activities

### Introduction

- The potassium titanyl phosphate (KTP) vascular laser has generally been used for the treatment of telangiectases and rosacea but has also recently been shown to be effective for the treatment of acne and wrinkles [Ming H.Jih ]
  Superficial pigmented lesions have also been reported to be treated with KTP laser- 532 nm [Seok Hyun Yun]
  Irregular pigmentation and telangiectasia can be treated with intense pulsed light sources (IPL) and 532 nm potassium-titanyl-phosphate lasers (KTP). It has also been used to reverse the dermal and epidermal signs of photo- and chronological aging [Pinar Avci]



KTP VIRIDIS DERMA Multipulse (Quantel Médical)



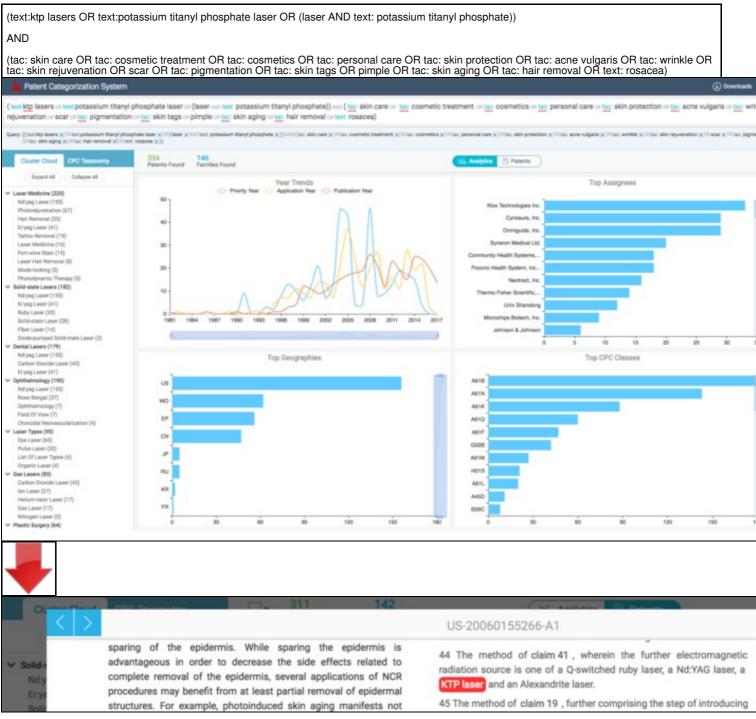
KTP 532 nm for Rosacea



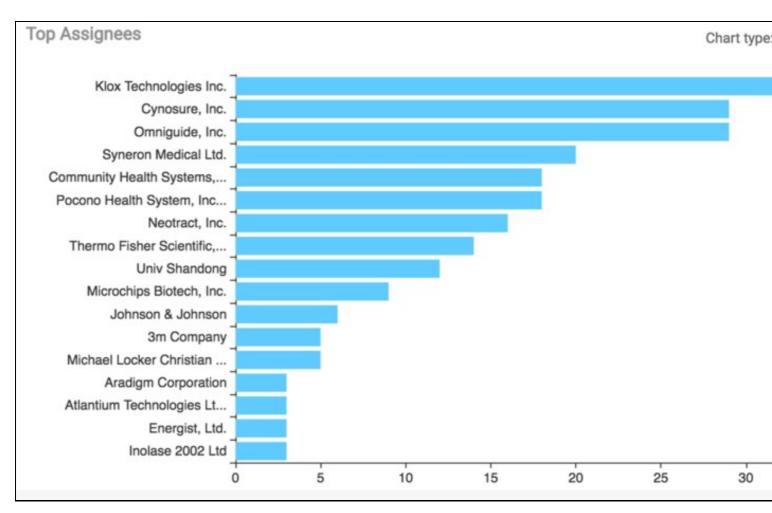
KTP Laser Beauty- ROYAL-QL330

## Search in PCS

A search on PCS applications of KTP LASER in skin care was performed with the following search strategy:



### **Top Assignee**



• The top companies are big players in cosmetics and aesthetic devices from North America

- Klox Tech- Quebec
- Cynosure & OmniGuide Massachusetts
- Syneron & Neotract- California
- Two major hospitals in US, that have also patented technologies in this space: Community Health Systems
  - Pocono Health Systems
- ThermoFischer Scientific patents come from its acquisition of ThermoLase Company

# **Top Assignee Insights**

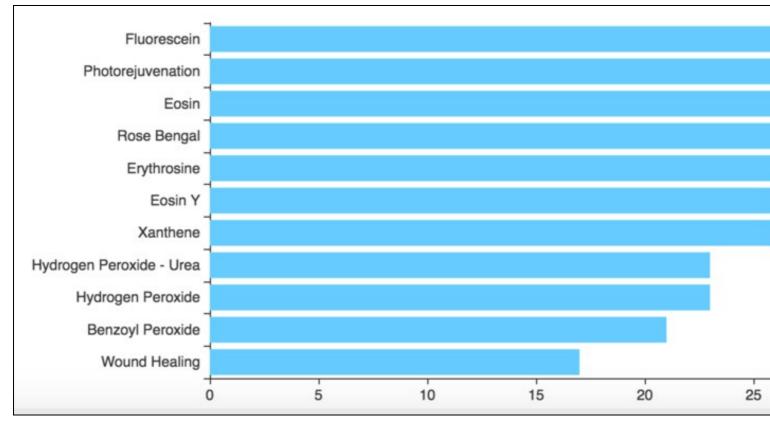
#### A) Johnson & Johnson

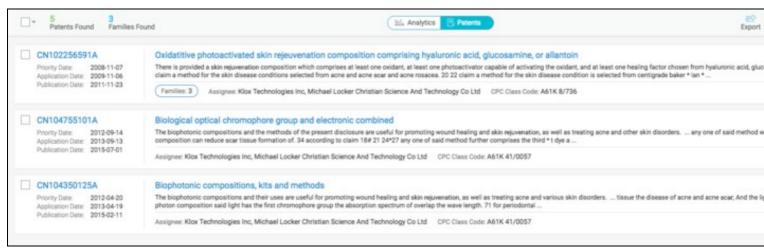
- Johnson & Johnson has patents related to the treatment for acne, pigmentations, scars, and wrinkles
  These patents are mainly using LASER therapy and don?t use any chemical agent alongside

	CN1984695A	For light and the benefit agent for curing skin acne to release
	Priority Date:         2004-07-16           Application Date:         2005-07-15           Publication Date:         2007-06-20	agent and pigmentation agent cleaning agent one or multiple kinds of these agents the combination of. 13 claim 12 said method wherein said scar release agent comprises at least one pigmentation agent cleaning multiple kinds of these agents the combination of. 28 according to claim 27 the reagent kit wherein said scar comprises at least one
		Families: 3 Assignee: Johnson & Johnson Consumer CPC Class Code: A61N 5/062
	EP1781374A1	Treatment of skin with light and a benefit agent
	Priority Date:         2004-07-16           Application Date:         2005-07-15           Publication Date:         2007-05-09	of any of claims 1, 2, and 3, wherein benefit agent is selected from the group consisting of a keratolytic age mitigator, an anti- pigmentation agent, a agent, and combinations of one or more of such agents. 12. The claim 11 wherein the scar mitigator comprises at least one peptide. 13. The method of claim 11 wherein the a pigmentation agent comprises at least
		Families: 3 Assignee: Johnson & Johnson Consumer, Johnson And Johnson Consumer Compani CPC Class Code: A61N2005/0662

#### **B) Klox Technologies**

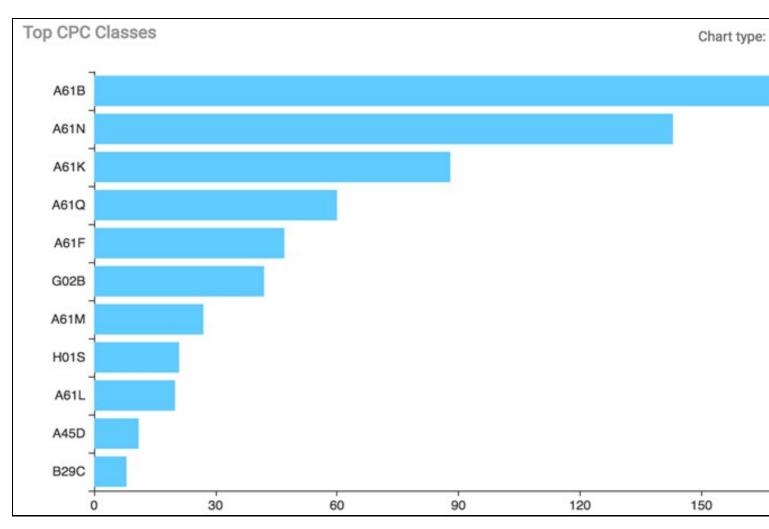
- Patents from Klox Technologies mentions various Biophotonic compositions and their use as therapy for photo-rejuvenation and wound
- healing
  All the Michael Locker Christian patents are co-assigned to Klox Technologies





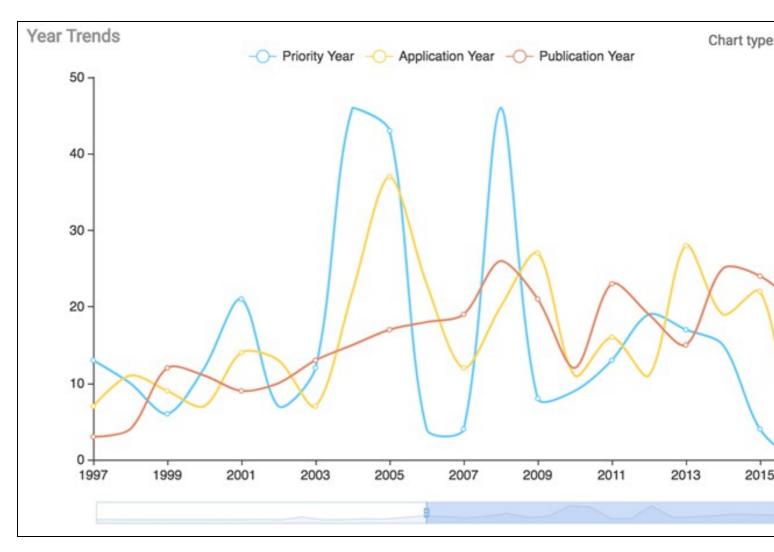
### **Bibliographic Analytics**

Main CPC?s:



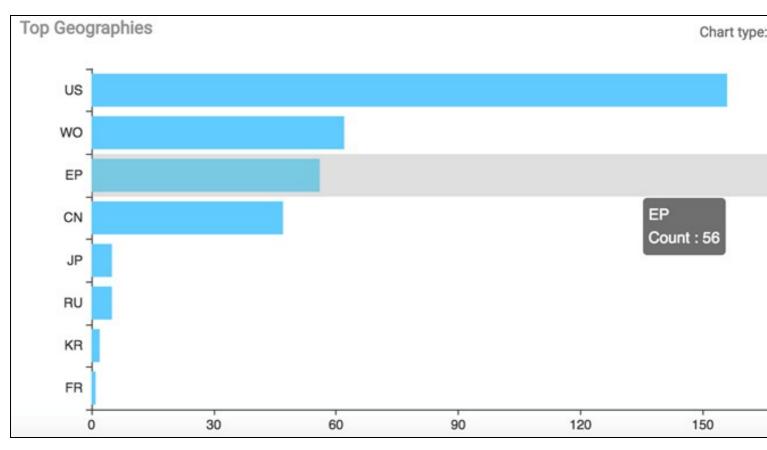
A61B-treatment/diagnosis with cosmetic procedures
A61N- Use of electrotherapy, magneto therapy, radiotherapy

**IP Activity:** 



IP activity started 20 years and saw a peak 10 years later
Very recently there is a decrease in the IP activity

**Geographical Distribution** 



• Most of the patents in this technology are from US, Europe or China. There is hardly any activity from other geographies

# Technical Insights: CPC Distribution in Top Assignees:

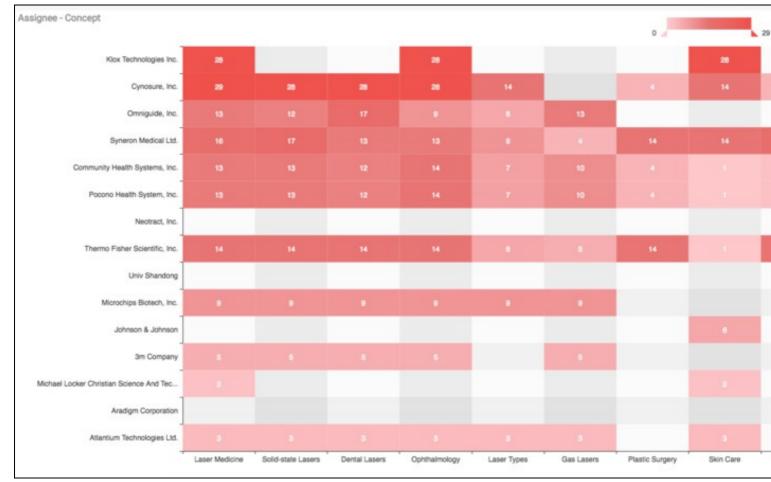
#### **CPC Distribution:**



- All the product based companies- Klox, Cynosure, OmniGuide, Syneron have heavy presence on the therapy based classes- A61B, A61N, A61K, A61Q and A61F
- Community Health Systems and Pocono Health Systems have patents in therapy based classes of A61B, A61N, A61K and A61F
   Technology development companies, e.g. 3M, have patented in upstream research like development of physical phenomena- G02, B23, B29
- etc.

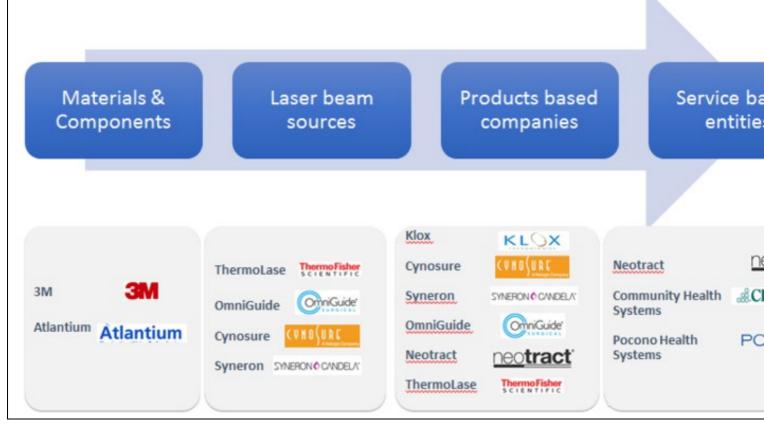
# **Technical Insights: Concepts vs Top Assignees**

#### **Technology Concepts:**



Cynosure patents disclose technologies related to Laser medicine, laser types and application in skin care, plastic surgery and ophthalmology
Klox has rather focused patent disclosures- Laser medicine in ophthalmology and skin care.
J&J patents are focused on skin care application and little disclosure on Laser technology itself.
Syneron, Thermo Fischer(ThermoLase), Community Health Systems and Pocono Health Systems patents have varied claims

## Value Chain Analysis



## Latest M&A Activity in the Space

- Klox Technologies and LEO Pharma establish a jointly owned company to further develop and commercialize Klox?s Bio-Photonic technology

- Nox Technologies and LEO Pharma establish a jointry owned company to further develop and commercialize Klox?s Bio-Photonic technolog in dermatology including Kleresca® for acne and Kleresca® for skin rejuvenation [Leo-Pharma]
  Hologic, a developer and manufacturer of medical and diagnostic products, has recently purchased Cynosure. The acquisition is to address the demand for medical aesthetics market and more specifically non-surgical products that Cynosure makes [Reuters]
  Botox maker Allergan Plc agreed to buy Cynosure?s rival Zeltiq Aesthetics Inc for about \$2.48 billion
  Apax Partners has acquired Syneron Candela in a deal valued at \$400 Mn. Syneron Candela products include multi-wavelength picosecond laser systems for pigmented lesions, for female health and for removing tattoos, and alexandrite lasers for hair removal [Optics]