



## Press Release – Lumenis Be Launch Distributor Partnership with BiNatural Poland.

Lumenis Be are delighted to announce a new exclusive Distribution agreement with BiNatural Poland, to distribute the Lumenis Aesthetics product portfolio in Poland.

February 2024 – Lumenis Be have entered into a new Distribution agreement with BiNatural Poland to act as the exclusive distribution partner in Poland. BiNatural will offer the Lumenis Aesthetics product portfolio starting from February 2024.

All existing Lumenis devices users are encouraged to contact BiNatural directly to request support for any related services such as device service & maintenance, consumable product purchases or any other related activities.

BiNatural, who have been operating in the Beauty and Medical Aesthetics market since 2015 have built a strong reputation for delivering and supporting success for clinics and beauty salons across Poland. Lumenis Be are very excited to support the continued success of BiNatural with the addition of the our Aesthetic product portfolio which includes the devices; Stellar M22, LightSheer Quattro, Splendor X, NuEra Tight and Legend Pro+.

BiNatural can be contacted at [biuro@binatural.pl](mailto:biuro@binatural.pl), or by phone on +48 572 101 424. For any enquiries about the Lumenis product portfolio, they can be contacted directly or through the Lumenis website or through [Lumenis.Aesthetic.EMEA@Lumenis.com](mailto:Lumenis.Aesthetic.EMEA@Lumenis.com).

Regarding the new partnership, Roy Ramati, Lumenis SVP and President of EMEA said, “We are delighted to have BiNatural on board and representing Lumenis in Poland. Their success and the success of their customers in the past decade is remarkable and the way they do business aligns to the Lumenis core values. We look forward to this successful partnership.”

Milena Krystosiak, Marketing Director of BiNatural said “We are so excited to be offering the Lumenis Aesthetic products to our customers! These market-leading devices will help our customers to bring fantastic results to patients across Poland.”