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**For:** VASER



**FOR IMMEDIATE RELEASE**

# **THE HUMAN BODY IS THE LATEST CANVAS**

**- New study published on VASER®-Assisted High Definition LipoSculpture, which removes fat while sculpting the body, providing definition without visiting the gym -**

**LOUISVILLE, Colo.** – David. Venus de Milo. The Discus Thrower. The Thinker. Lady Justice. These are some of the most recognized statues in the world. The bodies represented were sculpted and carved to perfection with chiseled features, creating striking works of art. Now, Michelangelo, Rodin and Myron are not the only artists capable of creating bodies of art - physicians can as well.

VASER -Assisted High Definition LipoSculpture, or VASER® Hi Def™, is the latest body sculpting technique. The procedure, developed by Colombian plastic surgeon, Alfredo Hoyos, MD, creates a sculpted, athletic appearance in males and females by precisely removing both superficial and deep fat around muscle groups in order to enhance the visibility of the underlying musculature.

Dr. Alfredo Hoyos states, “VASER Hi Def is an advanced body contouring technique that requires an in-depth knowledge of the superficial anatomy and the treatment of different fat layers. The procedure enhances the body contour, similar to 3-dimensional sculpting, by taking into account the shape and form of structures underneath the skin that create an athletic contour.”

The technique was developed through the intense study of muscular groups in the male and female anatomy. VASER Hi Def is performed using VASER ultrasonic technology to selectively sculpt and remove fat in the desired treatment area.

“The VASER System represents a quantum technological leap because it selectively liquefies the fat and allows the surgeon to target specific fat layers to create the desired sculpted appearance of the muscles without damaging connective tissue,” says Dr. Hoyos.

VASER Hi Def represents a new application for Sound Surgical Technologies' already popular ultrasonic VASER technology and Lipo® procedure. VASER Lipo is a minimally invasive procedure that uses state-of-the-art ultrasonic technology to gently reshape the body. What distinguishes the VASER Lipo procedure is its ability to differentiate targeted fat from other important tissues – such as nerves, blood vessels and connective tissue. Innovative VASER technology breaks up fat while conserving these other important tissues promoting enhanced skin retraction and rapid healing.

The VASER Hi Def technique takes body sculpting one step further by precisely removing both deep and superficial fat in between key muscle groups, selectively leaving some fat to amplify the underlying muscle tone.

“VASER Hi Def elevates Liposculpting to a new, higher level and targets a whole new demographic group in the population who would otherwise never have considered themselves candidates for Liposuction,” says board certified plastic surgeon, Dr. John Millard. “About 95 percent of people who undergo this procedure work out three to five days a week, however, they fail to achieve the desired muscle definition. VASER Hi Def produces that endpoint locally by aggressively removing the deep and superficial fat, which otherwise obscures the detail of the underlying muscles.”

VASER Hi Def is attracting new patients that are typically not interested in traditional Liposuction; people that are already fit but need an extra boost to enhance the look of their muscles. It is the perfect solution for people that currently maintain a healthy lifestyle through diet and exercise, but are unable to achieve the desired definition.

“VASER Hi Def may change perceptions about Liposuction in the future so that it will be viewed as an adjunct to a fitness program rather than a response to failure,” avows Dr. Millard.

VASER Hi Def can be performed on multiple body areas including the abdomen, female breast, male chest, back, arms, thighs, buttocks, hips and waist. After the procedure, patients typically wait about a month before returning to their exercise routine. Doctors report the first evidence of improved muscle definition can be seen at about 2 weeks, with final results at 3 to 4 months.

Art and artists come in many different forms. VASER Hi Def allows doctors to become artists and patients to become canvas, creating living, breathing works of art. A clinical study on VASER-Assisted High Definition LipoSculpture can be found in the November/ December 2007 issue of the Aesthetic Surgery Journal. Readers interested in learning more about VASER technology and the VASER Hi Def procedure should visit [www.vaser.com](http://www.vaser.com).

## **SOUND SURGICAL TECHNOLOGIES LLC**

A leader in ultrasound technology, Sound Surgical Technologies has earned its place in the cosmetic surgery world with innovative, patented fat removal technology, proving to be the trusted method in a society saturated with fad procedures. Founded in 1998, Sound Surgical Technologies LLC placed its first VASER System on the market in March 2001. More than 50,000 procedures that have been performed worldwide using the VASER System.

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**EDITOR'S NOTE: Formore information about VASER or to speak with a representative, please call Nancy Trent or Pam Wadler at 212-966-0024**