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**For: VASER® Technology**



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## **PHYSICIANS BUILD THEIR PRACTICE WITH NEXT GENERATION ULTRASONIC VASER® Lipo**

**– VASER Lipo® uses patented Third Generation ultrasound technology to safely remove fat**

**LOUISVILLE, Colo.** – According to the U.S. Markets for Surgical & Nonsurgical Aesthetic Products & Therapies report published by Medtech Insight in September 2007, Americans spent \$1.2 billion dollars on surgical and nonsurgical aesthetic procedures. This number is projected to increase to \$2.7 billion by 2011. Currently, Liposuction is the most popular cosmetic surgical procedure. In fact, hundreds of thousands of people are opting for this surgery each year, but now many are looking for safer, less painful alternatives to traditional tumescent Liposuction. VASER Lipo, which uses ultrasonic waves to target unwanted fat, is the trusted method that many doctors prefer because of its gentle and precise high tech approach.

An alternative to the harsh techniques of traditional Liposuction, VASER Lipo uses state-of-the-art ultrasound technology designed to gently reshape the body. The sound energy is transmitted through small probes, between 2.9 and 3.7 mm wide, with special grooves that diffuse the ultrasound waves and liquefy the fat for easy removal. The sound energy is gentle enough that it can emulsify only the fat, preserving important nerves, blood vessels and connective tissues. This means minimal bruising and pain and smooth skin retraction because the body is less disrupted. Traditional tumescent Liposuction techniques remove unwanted fat via avulsion (forceful tearing) causing trauma to the patient and fatigue to the physician. The tools used in tumescent Liposuction cannot differentiate between fat, nerves and blood vessels, thus removing other important tissues along with the fat, which can lead to a long and painful recovery.

“Our doctors report less downtime and trauma for the patient and it offers more control and precision for the physician. Also, 80% of VASER physician users see improved skin retraction compared to other

Lipo technologies,” says Daniel Goldberger, CEO of Sound Surgical Technologies, the developer of the VASER System.

VASER technology enables doctors to operate on a more artistic level by precisely targeting only fat in certain areas as opposed to general suction. Trained physicians can use the small probes to shape and contour a patient’s body, leading to more realistic results and satisfied patients. The versatility of the system allows physicians to treat small, delicate areas like the chin and neck, as well as large areas like the chest and abdomen.

Board-certified plastic surgeon Paul Ruff, MD avows “VASER Lipo is the ultimate in safety and precision for fat removal systems. I can see the results immediately on the table – without the trauma and the swelling that one can get with the more traditional Liposuction procedures. Lipo is going to take the country by storm.”

“You do see results immediately. I also find smoother skin retraction. My patients are happier right away. The day after the procedure, they take their dressings off and see flatter stomachs, or their hips appear smaller.” Patricia McGuire, MD

Ultrasound Liposuction has been around for years, but until recently ultrasound technology was not efficient. After years of research and development, VASER technology has perfected the use of ultrasound technology.

“Compared to VASER Lipo® other ultrasound techniques were much higher energy. Once I dug into VASER Technology, those small probes were so effective at delivering low energy – I realized that ‘UltraSelectivity’ was not just something they were hyping, it really was something the VASER System could deliver.” Paul Vanek, MD

Physicians in all surgical fields are training to practice VASER Lipo due to a track record of safety and efficacy in the marketplace. More than 50,000 cases have been performed worldwide with no serious complications attributable to use of the VASER System. The small probes and gentle ultrasound waves make this procedure easier to control, winning over many physicians.

Not only is this procedure unique with extraordinary results, the recovery time is a strong draw. Doctors report that patients are able to go back to work within days and can see results almost immediately after the procedure. Patients can expect to see their final result in 3 to 4 months.

Readers interested in learning more about VASER Lipo 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:For more information about VASER Lipo or to speak with a representative, please call Nancy Trent or Pam Wadler at 212-966-0024 .**