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For: VASER



VASER Lipo 11.9.07

SCULPT & TIGHTEN: NEXT GENERATION ULTRASONIC VASER® Lipo IS HERE

VASER Lipo® utilizes Next Generation Ultrasound Waves to selectively liquefy and remove fat-

LOUISVILLE, Colo. – Ultrasound Liposuction has been available for years, but until recently, it was deemed by many physicians as ineffective. After years of further research and development, ultrasound is back, proving to be a trusted form of minimally invasive fat removal that liquefies the fat and sculpts the body. VASER Lipo is at the forefront of this comeback with patented ultrasound technology and an artistic approach.

VASER Lipo, which uses finely tuned ultrasound energy, is finding its way back into doctors' offices because of its gentle and precise high tech approach. "Our doctors report less downtime and trauma for the patient, as well as added control and precision for the physician." says William W. Cimino, Ph.D., founder of Sound Surgical Technologies, the developer of VASER® technology.

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 enhanced 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 substances along with the fat, which can lead to a long and painful recovery. A recent customer survey indicated that 80% of VASER physician users see improved skin retraction compared to traditional Liposuction technologies.

VASER Lipo can be used to treat small, delicate areas like the chin and neck, as well as large areas including the back, chest and abdomen.

Not only is this procedure unique with extraordinary results, the fast patient recovery time is a strong incentive. Doctors report that patients are able to return to work within days and can visibly see results almost immediately with the final results in only to 3 to 4 months, unlike traditional Liposuction, which can keep patients out of work for much longer periods of time.

The next generation ultrasound technology is proving to be the trusted method of fat removal, giving trendy Liposuction procedures a run for their money.

Readers interested in learning more about VASER Lipo should visit 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 .