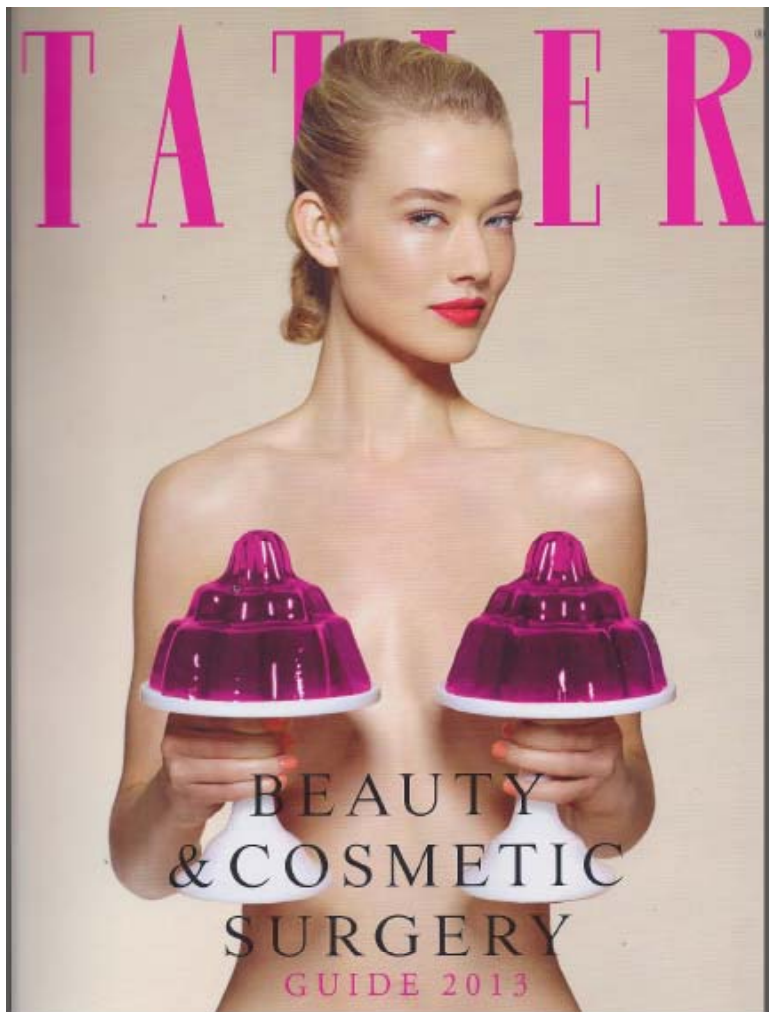




## **UK Media Coverage**

January – August, 2013

# Tatler Beauty & Cosmetic Surgery Guide 2013 (circ. 88,729)



## WHAT?

and how to bounce back big-time

your thigh. It's grueling but I keep going, safe in the knowledge that afterwards Nicole will revive me with an energy-balancing massage. The room smells of lavender – it's a place to breathe deeply, unburden your brow and ease your weary head and body. Nicole is big on aromatherapy and today's oil is an energizing blend of lemongrass and eucalyptus, which is wonderfully soothing and helps reduce water retention. The massage is strong, and the combination of the pressure and the oils gets everything moving while mindlessly de-puffing my ankles (a condition where your calves and ankles have merged into one solid tree trunk of a leg). I leave feeling younger, more toned, with a spring in my step.

Thanks to Dalton, the weight is coming off, but the cellulite still stubbornly holds onto my thighs like a clingy child. Cellulite definitely gets worse with age – it's a slippery slope after 30 as collagen and elastin (the stuff that gives skin bounce) start to break down. I seek help from **Dr Rita Rakus**, an anti-aging powerhouse who is way ahead of the curve with all latest machines to fight flab.

She introduces me to her top therapist Malvina and to **VelaShape II**, the next generation of Endermologie. VelaShape uses radiofrequency, infrared light and a powerful vacuum to break down fat. Crucially, it's meant to improve cellulite.

The first session is definitely the most uncomfortable. As Malvina rolls the machine's rollers over my thighs, it feels like a hot, wet love lion from a Dapur. Malvina moves the VelaShape diagonally up and down the skin, getting right under the bum cheeks to lift the bottom. I sign up for six weekly treatments and notice a massive difference after about four – much less ski moguls, more lovely flat runway slaps. It has to be said, though, that, just as with exercise, you have to stick with VelaShape to reap the benefits. Monthly maintenance

the bumps at bay.

So is there anything out there that works on a permanent basis? A one-bit wonder that doesn't involve scalpels? 'Yes!' says **Dr Tracy Mountford**, a leading cosmetic doctor and one of the few to offer the **Zeltyq CoolSculpting** system. Based on freezing fat cells, this looks likely to replace liposuction as the last option for permanently reducing the body.

There are no knives or support gannets or anaesthetics. Hallelujah! There isn't even any downtime. Arsen! Tracy tells me Zeltyq is best for people with about one and a half stone to lose. You need pinchable tissue (that's me) as it targets resistant fat – you know, those obstinate love handles and bingo wings, that extra roll of pudge under

restraint head. It sucks the fat away from your body – yup, heart rate is up and I'm feeling pucker. The first five minutes of the two-hour treatment (performed on both sides of the body) are by far the worst. I feel cold. Not (not chilly) but properly bloody freezing. Coupled with the slight pulling sensation, it makes me feel a little queasy, but then I am one of those girls who nearly fainted at the flu jab. Tara, who is far more sensible, likes the experience to having a mammogram.

But then the freezing stops. I feel pleasantly numb and the rest of the treatment is a breeze. I make phone calls and catch up on emails. I even manage to eat half of post-Dr Mountford's lunch. After the treatment, the numbness persists for rather a long time. In my case, a whole month (numbness gradually returns in the form of pins and needles). The best part is that because it is destroying fat cells, you get permanent results. And if in the future, you happen to gain weight, you put on the pounds on other parts of your anatomy – like your breasts. Never in the treated site.

The downside on Zeltyq is that it's time-consuming – the machine can only treat a flitch of flab at a time and each area requires freezing for one hour. Also, you won't see results for about six to nine weeks but, hey, it's worth the wait. Two months later I'm begging Tracy to freeze my bum. Boomers up!

**THE WEIGHT IS COMING OFF BUT THE CELLULITE STILL STUBBORNLY HOLDS ONTO MY THIGHS LIKE A CLINGY CHILD**

your bum that just won't take the hint to winter how hard you jiggle it at the gym. And most importantly, it's for women of a certain age (bump up if you are over 35) who don't want to have so much weight that their face looks pained and pinched. Yes, my friends, the arrival of Zeltyq means you no longer have to choose between your face and your ars.

And here's why. Zeltyq freezes fat cells down to sub-zero temperatures until they crystallise and fragment. They are then excreted through the bowel (yes, you poo them out). Despite endless tummy crunches and planks at the gym, there is still a pocket of post-baby fat lurking around my midriff. So it is this pound of flesh that I offer up.

Tara, Dr Mountford's excellent nurse, administers the treatment. First she places a silicone sheath (which looks strangely like a mouse mat) over my skin to protect it. Then she grabs the flab on one side of my tummy from my navel to my flank and guides it into the

Personal travel at Dwyer's Two Starring, from £100 a session ([www.dwyers.com](http://www.dwyers.com) or 020 7981 2234).  
 Energy-Maximising Massage at Dora, [www.dorahotel.com](http://www.dorahotel.com), £20 an hour ([www.dorahotel.com](http://www.dorahotel.com)).  
 VelaShape II at Dr Rita Rakus, from £100 (<http://www.ritarakus.com> or 020 7460 7324).  
 Zeltyq CoolSculpting with Dr Tracy Mountford, from £200 an area ([www.coolsculpting.com](http://www.coolsculpting.com) or 07723 646666).

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In the U.S., non-invasive fat reduction is cleared for the flank and abdomen.

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# Evening Standard – 22 January, 2013 (circ. 699,338)

## The new fat busters

### HEALTH

**A**s new year's diets are starting, wouldn't it be magic if you could melt fat away? Well, while you might not be able to liquefy fat that will be between you and your skinnies, you can now freeze and ultrasound it off. In fact, before you're amazed, these treatments are non-invasive and can be done in your lunch hour. Here are the latest ways London can fight the fat.

#### ULTRASOUND SLIMMING

**Liposonic** works by using a high-frequency focused ultrasound light onto fat tissue, damaging it beyond repair.

"It's similar to how focusing a bright light onto a piece of paper through a microscope destroys that area of paper by burning it," says Dr Rita Salian, whose Royal College clinic was the first in the UK to offer the treatment.

For three hours, one over three months by a process called thermal coagulation and is excreted out like normal waste fat. Skin is tightened by the light, stimulating the flaps of skin that can cause wobbly weight loss.

More than 1,800 people have experienced an average of 20% loss from the circumference of the area treated and the results in proving over six months. Sessions had a reduction of up to 10cm.

It only takes an hour and is done by computer, which gives a smoother effect than liposuction. The recovery time is also practically zero. Men or women with a BMI of 30 or less must have at least 2cm of fat on the target area. Price on consultation, 14 Hillm Road, SPS, [dermaplan.com](http://dermaplan.com)

#### THE BIG FREEZE

Just as you thought the cold had no redeeming qualities, along comes CoolSculpting to freeze fat out of existence. Unlike liposuction there are no needles, no scalpel and no scars. It's one treatment, lasting one hour, before

you can get on with your day. "Fat is pressed between two cooling plates that suck it up and freeze it out of existence," explains Dr Geoff Mallon, medical director at Medicos.

"The fat gets so cold it crystallises, allowing them breakdown in a process called cryolipolysis. Fat freezes at a higher temperature than other tissue so you can freeze it without damaging surrounding skin."

CoolSculpting can shrink the fat in an area by 20 to 25 per cent. We are all born with a set number of fat cells, so they won't come back. There were worries that the dead fat would go into the bloodstream, putting pressure on the liver, but the dead fat cells are digested by white blood cells.

You just need enough fat to be pinched between the plates. So while it works a treat on stomachs and love handles it isn't so good for thighs.

Dr Mallon only advises this treatment for people who are at least one-and-a-half over their ideal weight. Dr David Sims, of the British Association of Aesthetic Plastic Surgeons, adds: "There's some fantastic science but these are new treatments so think carefully before spending the money."

111 From 1,800 for a small area, 2,400 for abdomen. Clinics across London. [medicos.com](http://medicos.com)

#### SKINNY SPA

Clinic MedSpa treats arms, neck and décolleté or thighs with a bitter-orange peel extract – a natural fat burner that stimulates blood circulation.

Afterwards use the Lift-o-Firm Body lotion with the same ingredients to keep up the effect. It contains capsaicin, derived from the fruit of citrus acaustica which stimulates fat burning.

Combined with coffee, L-carnitine, lecithin, apricot oil and

orange oil to firm skin first and smooth. You'll notice an immediate difference after the one-hour treatment but a course will help create a more sustained effect.

111 From 1,000

41 Godegar

Gardens, SE13

[www.coolsculpting.com](http://www.coolsculpting.com)

**See us at**

**Beauty**

**Butler**

In the U.S., non-invasive fat reduction is cleared for the flank and abdomen.

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 **coolsculpting**

# Spa Secrets – March 2013 (circ. 30,000)

**Medi Spa SCENE**

**THE LATEST AESTHETIC TREATMENTS THAT CLAIM TO TRANSFORM YOUR BODY AND FACE ARE BRINGING WORDS: SAM LEWIS**

**Latest**

**CONCESSION CLAIMS**  
 It's almost time for bikini season, and with it, the quest for a flatter midsection. But how? The answer lies in the latest non-invasive fat reduction treatments, which claim to melt away stubborn fat cells without surgery. These treatments use laser, radiofrequency, or cryolipolysis to target and destroy fat cells, which are then naturally eliminated by the body's lymphatic system. The results are visible in as little as one session, and the effects can last for months. However, it's important to note that these treatments are not a substitute for a healthy diet and exercise routine. For more information, visit [www.coolsculpting.com](http://www.coolsculpting.com).

**Over 300,000 Spa and Wellness Operations with CoolSculpting**  
 CoolSculpting is the most popular non-invasive fat reduction treatment in the world, with over 300,000 spa and wellness operations offering the treatment. This is a testament to the safety and effectiveness of the procedure, which has been FDA-approved for the treatment of stubborn fat on the abdomen, thighs, and arms. For more information, visit [www.coolsculpting.com](http://www.coolsculpting.com).

**CELEBRITY**  
 Celebrities have long been known for their dedication to maintaining a youthful and radiant complexion. One of the most popular non-invasive skin care treatments is the HydraFacial, which combines deep cleansing, exfoliation, and hydration in a single procedure. The results are immediate and long-lasting, making it a favorite among celebrities and busy professionals alike. For more information, visit [www.hydrafacial.com](http://www.hydrafacial.com).

**SKIN TREATMENT**  
 A revolutionary new treatment called the HydraFacial combines deep cleansing, exfoliation, and hydration in a single procedure. The results are immediate and long-lasting, making it a favorite among celebrities and busy professionals alike. For more information, visit [www.hydrafacial.com](http://www.hydrafacial.com).

10 | SpaScene | Mar | Apr 2013

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# Woman & Home – May 2013 (circ. 353,731)

## Put the freeze on muffin tops and more!

New non-invasive treatments are ironing out pockets of diet-resistant fat. Zeltiq CoolSculpting is Dr. Tracy Mountford's choice. "It's excellent for muffin tops, tums, inner thighs and even waists thickened by menopause," she says.

**WHAT'S THE FIX?** The sculpting device, which looks like a small massage machine, is placed on the body, sucks in the area to be reduced, then cools it to destroy fat cells without harming tissues. The area is massaged and that's it. But don't rush to the mirror to see results – the body has to get rid of the cells naturally and that takes time. "You'll see the first signs of around three weeks, with dramatic improvements in up to eight weeks," says Dr. Mountford.

**MUCH OUCH?** Mmmm... it depends. "It's not painful but can be uncomfortable for the first few minutes," reckons Dr. Mountford.

**WORTH IT?** If you have the cash, then it's a yes when you realize that the fat is gone for good from that area. "It's safe, predictable and patients are thrilled with the results," says Dr. Mountford.

CoolSculpting by Zeltiq with Dr. Mountford, £800;  
0753-646660; cosmeticskincare.com. For practitioners  
nationwide, see coolsculpting.com. Prices can vary.

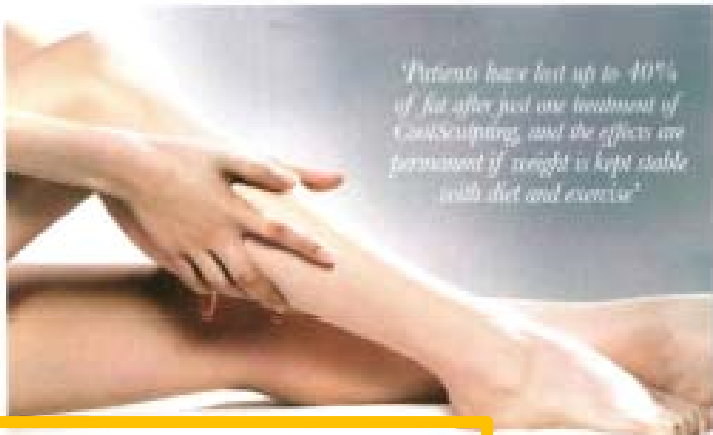


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# At Home – May 2013 (circ. 100,000)



*Patients have lost up to 40% of fat after just one treatment of CoolSculpting, and the effects are permanent if weight is kept stable with diet and exercise.\**

**COOLSCULPTING**

Treatment is designed to target and eliminate unwanted subcutaneous fat in the back, stomach, upper thighs, lower abdomen, and buttocks. CoolSculpting is a non-invasive, non-surgical procedure that uses controlled cooling to freeze and destroy fat cells. The treated fat cells are naturally eliminated by the body's lymphatic system.

**Treatments such as CoolSculpting by Zeltiq (Zeltiq, Inc. 2011, www.coolsculpting-usa.com) which is designed to treat cellulite**

perfect of the back as low backfat, pelvic fat, legs, hips and feet & feet are now being used as an alternative to liposuction. As an active device, it targets the fat cells, breaks the largest fat cells and causes them to crystallize and fragment. It can take two to three months for full results to appear, as the dead fat cells leave the body through natural means.

Patients have lost up to 40% of fat after just one treatment, and the effects are permanent, as long as weight is kept stable with diet and exercise.

Designed to cup (a) from the waist, hip, thigh and arm, **Zeltiq (Zeltiq, Inc.)** is a treatment for cellulite that can be used

on the back, buttocks, upper thighs, lower abdomen, and buttocks. The procedure causes the fat cells to leak their fatty content into the lymphatic system, where it's burned off as energy. An average loss of 10-15% of fat after one treatment session can be expected.

**THE FUTURE OF ANTI-AGEING**

Research in the development of the first 3D laser treatment for cellulite...

**Research:** In a study of 100 women, researchers found that the use of the first 3D laser treatment for cellulite resulted in a 10% reduction in cellulite severity after 12 weeks. The study was conducted by Dr. Martin King at the University of Toronto, Canada. (www.coolsculpting.com)

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on the back, buttocks, upper thighs, lower abdomen, and buttocks. The procedure causes the fat cells to leak their fatty content into the lymphatic system, where it's burned off as energy. An average loss of 10-15% of fat after one treatment session can be expected.

On the next few weeks, the untreated fat is shifted out naturally by the body's lymphatic system, so, in a month, you will begin to see noticeable skin and cellulite changes.

For more information, visit a center of **CoolSculpting** (www.coolsculpting-usa.com) or visit [www.coolsculpting.com](http://www.coolsculpting.com). CoolSculpting employs three types of technology to target the upper and lower layers of the skin. - Infrared light heats the tissue, loosening collagen proteins to make the skin firmer. Radiofrequency treatment stimulates the appearance of fibroblasts to contract. Finally, mechanical massage encourages the removal of toxins from the body.

Turn the page to find the leading aesthetic clinics in your area.

# Wedding Journal Online – 4 June, 2013 (circ. 35,721)

As well as booking a wedding venue, finding your wedding dress and sourcing flowers and a **wedding cake**, one of the most important tasks for a bride-to-be is planning your look for the day and this includes dress, hair and makeup.

Whether you're getting married in a church, registry office or castle, here are some simple style tips from Nicky Hambleton-Jones that will have you looking beautiful on your big day!



Start dress shopping about a year before your wedding, and be sure to take a selection of your closest friends and family to help guide and support you along the way.

Buy a dress that fits your figure when you try it on – you may have a plan to **lose weight** before the big day but remember that dresses can be taken in; it's safer to buy a dress for your current size than buy a smaller size and not be able to fit into it.

From the moment you set foot in the **dress shop**, make sure you have a very clear and precise idea of what you want, don't be swayed by sales assistants' opinions or by large discounts they

Have you found the perfect dress but are worried you won't fit into it perfectly? If so, **CoolSculpting®** by ZELTIQ® could be the answer to your wedding-themed prayers. CoolSculpting is a precisely-controlled and results-driven body sculpting treatment that can treat your trouble areas in just one hour.

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# Red – June 2013 (circ. 226,116)

**DURING:** The treatment starts with some energetic body brushing and a firm massage, focusing on tummy and thighs. It's smothered in detoxifying clay and wrapped tightly from chest to knees in cotton bandages. While they get to work, hand, foot and facial massages provide a welcome bit of indulgence. Bandages and clay removed, the content in the Sanctuary Spa's Anti-Cellulite Treatment and feel ready to take on the world.

**AFTER:** I've lost an inch from each thigh and my skin feels supple and smooth. The treatment also proves to be the perfect kick-start to a healthy regime. Not wishing to undo all the good work of the detoxifying clay, I find myself eating better and exercising more for several days afterwards.

**BOOK IT:** Try it three to five days before your holiday for a last-minute motivational boost. Peeking the results by massaging your legs every day.

## ONE MONTH *to go*



**THE NEW-PANGLED-FAT BUSTER,**  
BY ANNABEL HEDGSON  
CoolSculpting, from \$600. Find your nearest clinic at [coolsculpting.co.uk](http://coolsculpting.co.uk) (Annabel went to Medicetis, 020 7490 2000)

**BEFORE:** CoolSculpting works on the principle that fat cells freeze before your skin cells and can therefore be killed off without giving you terminal frostbite. Evidence shows treatment provides around a 20% reduction in fat, and while it only works on small, stubborn areas, rather than rolls of flesh, it's effective enough to have created quite a buzz.

**DURING:** I decide to tackle my love handles, starting with the left, as it's bigger. If all goes well and I don't experience the nasty burning sensation after treatment that some people report, I'll love the other one done. As I lie on my side, a flatful of fat is hoisted up between two metal plates attached to a long, sticky tube. Freezing begins and after about five minutes the area feels numb, with the only discomfort coming from the fact I can't really move, in case the sticky thing falls off. A long phone call takes my mind off things and before I know it, the hour's up. The plates are removed to reveal a solid, sticking-out "butterstick" of flesh that's slightly hardened, but a five-minute massage later

and it's nothing more than a good love bite on my hip.

**AFTER:** The area is tender (my children come by for a hug and it hurts) for at least a week. Another 30

week on, it's nearly back to normal and a week after that, I can start to see the difference. Not a huge difference, but enough to be getting the other side done to match.

**BOOK IT:** Results can be seen after three or four weeks, with the full benefits showing after about eight. And you feel so much slimmer, it gives your confidence a real boost.



**THE LUNCHBREAK LIPO,**  
BY SHARON WALKER  
Laser-lipo, from \$2,000 for one area, is available at Medicetis ([medicetis.com](http://medicetis.com))

**BEFORE:** There's nothing worse than hearing, "When's the baby due?" six weeks after you've given birth. Except, perhaps, being asked that same question six years later. Endless sit-ups made no difference, so I was intrigued to try laser-lipo, designed to remove stubborn pockets of fat, making it ideal for my post-C-Section 'second belly'.

**DURING:** After a job with some numbing solution, a metal cannula is inserted to introduce two lines of anaesthetic over 15 minutes. Then comes the laser probe, which is pushed back and forth, rapping fat and breaking down cell walls. It's a very odd feeling – strangely intimate, but not too unpleasant. Another 15 minutes later and out comes the aspirator: a mini turbo-charged vacuum cleaner to suck out the liquefied fat.

**AFTER:** It shows my plastic bag of lumpy yellow fat and blood. It's quite a sack full. Some people

ask to take it home, presumably to put them off that scolding post-operative Tex. The whole thing has taken two hours and I'm sent on my way in a pair of long compression leggings to reduce the swelling. Once that's gone down, my skin is tauter and my stomach definitely flatter.

**BOOK IT:** Although 'lunchtime lipo' makes this sound like a last-minute quick fix, it's pretty surgery and you'll need to wear the compression leggings for at least four weeks.

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# Metro London – 11 June, 2013 (774,256)

## **COOLSCULPTING**

**What is it?** Coolsculpting claims to work by freezing fat cells, which are crystallised then metabolised by the immune system. The process, also known as cryolipolysis, was discovered when Harvard scientists saw children who ate ice lollies had dimpling in their cheeks from loss of fat. The hour-long treatment is for small bulges of fat, so is aimed at slim people who can't shift fat pinches on the upper arms, stomach, back and inner thighs.

**What happens?** A curved machine, like a Hoover extension, is placed on the fat just above my hip. My love handle is then sucked into it while I lie on my side. I can

feel the cold and although it's uncomfortable, it's not unbearable. When the suction is turned off, I'm greeted with a red, ice-cold sausage-shaped lump of fat that my therapist painfully massages flat, causing me to feel light-headed and nauseous. For the following two weeks, the area feels bruised and tingles frequently but the skin is neither broken nor discoloured. Both love handles are totally numb for six weeks.

**Did it work?** They say the crystallised fat takes up to two months to shatter but I saw a change within one month. Now, two months on, my silhouette is



smooth and my waist is far more defined from behind. I would suggest you do both sides in one sitting to ensure the machine is placed equally on each side. I had separate

treatments and I'm not sure my trimmed-down back looks entirely symmetrical. **Lisa Scott**

**BAAPS says:** 'This suggests the fat cells are frozen but it is more likely to be a change in local tissue biology,' says Ion. 'Formal studies to compare with other techniques are lacking.'

**Try it:** From £800 per body area. Bijoux Spa, London WC1. [www.bijoux-medispa.co.uk](http://www.bijoux-medispa.co.uk). For national spas: [www.coolsculpting.co.uk](http://www.coolsculpting.co.uk)

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 **coolsculpting**

# Farnham Living – July 2013 (circ. 32,245)

BEAUTY

## Freeze away **FAT**

by Gabrielle Pike

**G**ive fat the cold shoulder with CoolSculpting - the latest safe, non-invasive treatment using the body's natural process of fat cell removal. Even if you eat healthy food and exercise regularly, some stubborn lumps and bumps just will not go away.

The revolutionary technology behind CoolSculpting was developed after noticing that children who ate lots of ice-lollies had dimples in their cheeks due to the loss of fat cells caused by the continued exposure to the cold. A team of scientists from Harvard Medical School used this finding to develop an innovative non-invasive cooling process that could be used to specifically target fat bulges by literally freezing them to the point of elimination. Only fat cells are frozen - and in a single treatment process. They are crystallised, then die and eliminated gradually from the body in the natural way via the liver and lymphatic system.

The treatment does not involve knives, needles and does not leave any scars.

Gabrielle Pike went along to health+aesthetics, in Farnham, to try this out for herself.

After a thorough consultation by a member of the team, the isolated area of stubborn fat cells on the tummy was first protected against frostbite with a special gel, before being "sucked" up by the CoolSculpting applicator and "frozen" for one hour.

When released the skin felt numb and cold, but not uncomfortable. After a few days of tenderness and a slight swelling on the tummy area - both normal reactions - the swelling receded and within three weeks positive results could be detected.

Healthy eating habits and regular exercise help and clients who are overweight are encouraged to go on a special diet, the Alizonne Therapy, before starting any CoolSculpting treatment.

Full and final results show after a period of 60 to 90 days.

Prices start from £700. For more information telephone health+aesthetics on 01252 820690, email [info@healthandaesthetics.co.uk](mailto:info@healthandaesthetics.co.uk), or visit the website [www.coolsculpting.com](http://www.coolsculpting.com).



6 FARNHAM LIVING

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# Cosmetic News – July 2013 (circ. 10,000)

## THE COSMETIC SKIN CLINIC

### Cosmetic Skin Clinic first in UK to offer CoolSculpting® DualSculpting®

The Cosmetic Skin Clinic has become the first medical practice in the UK to have two CoolSculpting® Systems, allowing the practice to simultaneously treat patients in two different areas with two different systems, reduce overall treatment times, and manage the growing demand for CoolSculpting®.

CoolSculpting® is a non-surgical body contouring treatment that freezes and eliminates fat from the body. There are no needles, no special diets, no supplements and no downtime. During the procedure, a non-surgical applicator delivers precisely controlled cooling to the treatment area to specifically target underlying fat without harming surrounding tissue. "Since I first began offering CoolSculpting® at The Cosmetic Skin Clinic in 2013, its popularity continues to grow at an impressive rate and having two systems in the clinic helps me meet the incredible demand," said Dr Mountford, MBBS, MBCAM, founder and medical director of The Cosmetic Skin Clinic. "My patients are thrilled to reduce the length of treatment time in half and still achieve the body contouring results they want non-surgically with dual CoolSculpting®, also known as DualSculpting®."

Cleared by the US Food and Drug Administration (FDA) and CE Marked, CoolSculpting® freezes unwanted fat cells in the body by inducing a natural, controlled elimination of those fat cells. This scientific breakthrough is based on a vast body of Harvard research that demonstrates fat cells are more susceptible to cold and are selectively destroyed. Results can be seen in two to four months, and the treated fat cells are gone for good. Additional treatments in the same or multiple areas achieve even greater fat reduction. "I am very impressed with my results and that The Cosmetic Skin Clinic worked around my schedule. I highly recommend CoolSculpting® for people with busy schedules who have stubborn body fat that diet and exercise alone do not seem to help," said patient Kate Battrick.



54 [www.cosmeticnewsuk.com](http://www.cosmeticnewsuk.com)

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# Metro Herald – 3 July, 2013 (61,016)

## COOLSCULPTING

### What is it?

CoolSculpting, now available in Ireland, claims to work by freezing fat cells, which are crystallised then metabolised by the immune system. The process, also known as cryolipolysis, was discovered when Harvard scientists saw children who ate ice lollies had dimpling in their cheeks from loss of fat. The hour-long treatment is for small bulges of fat, so is aimed at slim people who can't shift fat patches on the upper arms, stomach, back and inner thighs.

**What happens?** A curved machine, like a hoover extension, is placed on the fat just above my hip. My knee handle is then sucked into it while I lie on my side. I can feel the cold and although it's uncomfortable, it's not unbearable. When the suction is turned off, I'm greeted with a red, ice-cold sausage-shaped lump of fat that my therapist painfully massages flat, causing me to feel light-headed and nauseous. For the following two weeks, the area feels bruised and itches frequently but the skin is neither broken nor discoloured. Both knee handles are totally numb for six weeks.

**Did it work?** They say

the crystallised fat takes up to two months to slither but I saw a change within one month. Now, two months on, my silhouette is smooth and my waist is far more defined from behind. I would suggest you do both sides in one sitting to ensure the machine is placed equally on each side. I had separate treatments and I'm not sure my streamlined back looks entirely symmetrical. Lisa Scott  
**Experts say:** This suggests the fat cells are frozen but it's more likely to be a change in local tissue biology,' says Lee. 'Formal studies to compare different techniques are lacking.'



In the U.S., non-invasive fat reduction is cleared for the flank and abdomen.

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# Daily Mail Ireland – 17 July, 2013 (circ. 51,348)

## THE FAT FREEZER

**WHAT** CoolSculpting is the original form of cryolipolysis. Areas are sucked into a hand-piece and cooled so fat cells freeze, die and are excreted. One session is needed, but can be repeated after 12 weeks. Each treatment takes an hour. Results seen from around three weeks.

**COST** €900 per area.

**PROOF** Studies prove patients lose an average of 25 per cent of the fat layer in the treated area and that it is very safe. The



more fat there is, the more you lose. Results are lasting.

**WHAT'S IT REALLY LIKE?** Lisa Carling, 49, had her stomach and flanks treated. She says: 'I'm 5ft 8in and had always had a hour-glass shape. After a back injury left me unable to

exercise, I wasn't any heavier but my old size 10 waist was now a 14 to 16. A vacuum unit was placed over my tummy and sucked in my flab, which made me gasp. The nurse said the fat was 'perfect for good results'. Afterwards, the area was numb and almost rock hard. A vigorous massage then broke up the ice crystals. I had cramping for a week, plus swelling and bruising for a few weeks. Then I started to see my middle shrinking. After 12 weeks, I'd lost three inches, and my waist went in again.' **BEFORE:** Waist 34.2in. **AFTER:** Waist 31.1in. **LOSS:** 3.1in.

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# Wedding Venues & Services – August 2013 (circ. 30,000)

**BEAUTY**

**5**

*Pearly Whites*

**6. The Clinical Gender Clinical Spa**

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**7**

**ON SO YES!**  
Getting married is a great reason to get rid of broken veins. Let **Therapeutic Aesthetics in London, Chicago, Bristol and Manchester** use a technique known as **Thermocoagulation**, which causes the vein to shut and disappear. **Treatments from £250. Keep up the good work. Use before you apply makeup. Ask Therapists. 27.00. 0114.**

**8**

**ESTIMOTE**  
**Cosmetic Clinic**  
... ..

**9**

**JILL ZANDER**

**WRINKLE REDUCER**  
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**10**

**KEEP UP THE GOOD WORK!**  
... ..

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