

feminine

magazine



NEW MINIME



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Revolutionary Body Shaping Laser Technique, ZERONA™ Now Available in Kuwait

The first "Laser" Diet for men and women designed to remove excess fat without surgery, excessive dieting or exercise

Kuwait, 17 2009: ZERONA™, a revolutionary laser treatment to help shape the body through excess fat removal, is now available at select clinics in Kuwait. The first five units of the Erchonia® Laser Scanner are this week being presented to clinics that have opted to champion the revolutionary treatment known as the "Laser" Diet, ZERONA™.

The ground-breaking treatment, which was officially launched in the Middle East at the Derma Dubai show in April, has been featured in numerous articles and programmes, including the internationally famous 'The Doctors' show that will be aired on MBC in the Middle East on Monday the 18th of May.

Initially designed for use during liposuction to remove excess fat using the Zerona™ technique, this is a non-invasive body contouring procedure that helps shape the body through essentially melting away the fat. This revolutionary procedure has been proven to reduce waist and thigh sizes by 12cm to 20cm in just 6 sessions over a couple of weeks.

"ZERONA™ is an amazing solution that uses leading edge technology and medical science to deal with a problem that so many men and women have – how to remove excess fat in a safe and easy way," said Mr. Emad Al Zaben, General Manager for Bader Sultan & Brothers Company. "We have had a phenomenal response from the public as well as plastic surgeons and health clinics so far. This revolutionary treatment will be offered through the first five clinics in Kuwait within the coming weeks and we will then hand deliver the ZERONA™ laser to special clinics in Saudi Arabia, UAE, Bahrain, Jordan and Egypt as well as other Middle Eastern markets."

This specialised fat reduction technique was developed by US firm Erchonia Medical in 2003 that uses a low level cold laser. ZERONA™ is applied externally and provides results without the dangers associated with surgery or requiring excessive dieting or exercise. It is being brought to Kuwait by Bader Sultan & Brothers Company W.L.L. (BSBC), a leading Kuwaiti medical services and supplies company.

"Bader Sultan & Brothers Company is known for providing some of the best and most innovative medical solutions in this region and we are delighted to have been able to obtain the exclusive license to distribute ZERONA™ not just in Kuwait but throughout the Middle East. We believe this solution will be so beneficial to so many that we are engaging in a full blown marketing campaign to announce it to our region in style," continued Mr. Al Zaben.

What makes this treatment even more exciting is that clinical trials have revealed ZERONA™ to be effective in the treatment of pain relief as well as in controlling cholesterol without the need for excessive medication that may have other harmful side effects.

The treatment, which utilizes the Erchonia® LipoLASER™ technology, is one of the safest and most researched low level lasers in the world which initially achieved approval from the US Food and Drug Administration (FDA) for use during liposuction. The treatment has been approved as a standalone treatment since 2008 following more clinical trials.

"My clinical trials have demonstrated very positive results so far, with many patients experiencing a significant reduction in waist and thigh size after only six sessions," stated Dr. Ahmed Al Fadli, Deputy Chief of the Kuwait Medical Association and President of the Pan Arab Plastic and Reconstructive Surgery Association. "This is an amazing treatment that will provide relief for so many trying to manage their size without the potential hazards associated with invasive surgery."

ZERONA™ should be considered as an ideal alternative to surgery in select cases. As a doctor I always recommend a healthy lifestyle for my patients and this treatment will allow many people who have tried and failed to remove excess fat to get them to feel better about themselves with the added benefit of also reducing harmful cholesterol."



About Zerona

The Erchonia® Laser Scanner is specially designed for use during liposuction and the ZERONA™ non-invasive body contouring procedure. The laser is applied externally and has proven through double blind clinical trials to emulsify adipose tissue.

In contrast to high-power, high-heat lasers that are used in various surgical procedures, the new Zerona™ laser produces a low-level, or cold, output that has no thermal effect on the body's tissue. Instead, the non-invasive laser helps the body absorb fat by stimulating biological function. Excess fat is then removed naturally by the body without the negative side effects and downtime associated with more invasive procedures such as liposuction.

<http://www.myzerona.com/zerona/product-overview-2/>

About Bader Sultan & Bros Co.

Established in 1960, Bader Sultan & Bros Co. has evolved into the leading player in the Primary Healthcare market in Kuwait supplying a wide range of products to health care professionals. It is the preferred supplier for the maintenance and supply of hospital and scientific systems and equipment.

The company also represents: Fraxel, thermage, OmniluxMedical, Aptos, human med, Derma Medical, Avocet Polymer Technologies, Inc. Fallene Ltd. with Solar Protection Formula, Vaser, LVR & DVL, Kelo-cote advanced formula scar gel, Cooltouch, Silimed, Waldmann W and Revitalash.

For more details please visit: <http://www.badersultan.com/download/dubaiderma.pdf>

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