

Revolutionary body shaping laser technique ZERONA now available in Kuwait

'The Laser Diet' featured on The Doctors for both men and women is designed to remove excess fat without surgery, without dieting and without exercise.

KUWAIT: ZERONA, a revolutionary laser treatment to help shape the body through excess fat removal, is now available at select clinics in Kuwait and is the star of the Body Sculpture industry, it was announced in a press release Monday. The first units of the

Erchonia Laser Scanner have been presented to clinics that have opted to champion the revolutionary treatment known as "The Laser Diet."

Upon the wonderful reception ZERONA received so far from doctors and patients in and around the region, many more clinics have opted to champion this revolutionary technique. Ten clinics have so far signed up to provide this solution of which four are in Kuwait, three in Dubai, one each in Abu Dhabi, Sharja and Al Ain, with more to come in Riyadh, Jeddah, Abha, Aseer, Qatar, Bahrain, Muscat, Sanaa, Beirut, Cairo, Alexandria, Amman, Damascus and Baghdad before the beginning of summer. More locations are planned in North African countries later in the summer.

The ground-breaking treatment, which was officially launched in the Middle East at

the Derma Dubai show a few weeks prior, has been featured in numerous articles and programs, including the internationally famous The Doctors television show that was aired on MBC throughout the Middle East on Monday, May 18.

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 12 to 20 centimetres in just six 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 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 all types of doctors and health clinics so far.

This specialised fat reduction technique was developed by US firm Erchonia Medical in 2003 and 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 Middle East by Bader Sultan & Brothers Company W.L.L. (BSBC), a leading Kuwaiti medical services and supplies company and we expect this phenomenal treatment at various clinics around the Globe.

"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 agency rights to distribute ZERONA throughout the Middle East. We believe this solution will be so beneficial to so many and that is why we have aptly named it 'The Laser Diet' and currently we are engaging in a full blown marketing campaign to announce it to our region in style," continued 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 U.S. Food and Drug Administration (FDA) for use during liposuction. The treatment has been approved as a standalone treatment since 2008 following more clinical trials.

"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. ZERONA should be considered as an ideal alternative to surgery in select cases 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," Al Zaben added.



Emad Al Zaben introducing the ZERONA laser technique to the Kuwaiti market, Monday, May 25, 2009.