



KUWAIT: Mr. Emad Al-Zaben, explaining the 'Zerona' Laser Diet Machine to the media during the press conference.—Photos by Yasser Al-Zayyat

Revolutionary body shaping laser technique, ZERONA now in Kuwait

By Rawan Khalid

KUWAIT: Bader Sultan and Bros Company held a press conference to announce the launch of the Revolutionary Body Shaping Laser Technique 'Zerona'. It was held at the headquarters of Bader Sultan company yesterday. Emad Al-Zaben, the company's General Manager addressed the attendees. Al-Zaben spoke during the conference, "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."

"We have had phenomenal response from the public, as well as plastic surgeons and all types of doctors and health clinics so far." Al-Zaben added.

ZERONA, a revolutionary laser treatment to help shape the body through excess fat removal, it is now available at select clinics in Kuwait. The first units of the Erchonja Laser Scanner have been presented at clinics that have opted to champion the revolutionary treatment known as 'the laser diet'.

Ten clinics have so far signed up to provide this solution, out of which, four are in Kuwait, three in Dubai, one each in Abu Dhabi, Sharjah 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.

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

the Derma Dubai show a couple of weeks back, has been featured in numerous articles and programs, including the famous 'The Doctors' show.

Initially designed for use during liposuction to remove excess fat using the 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 12centimeters to 20 centimeters in just six sessions over a couple of weeks.

This specialized fat reduction technique was developed by US firm Erchonja Medical in 2003 that uses a low level cold laser. It is applied externally and provides results without the dangers associated with surgery or requiring excessive dieting or exercise.

As Al-Zaben stated that Bader Sultan and Bros Company is known to provide some of the best and most innovative medical solutions in this region, they are delighted to have been able to obtain the exclusive agency rights to distribute it throughout the Middle East.

"We believe that this solution will be beneficial to so many and that is why we have aptly named it the laser diet. 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 it 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.



KUWAIT: Emad Al-Zaben, General Manager of Bader Sultan and Brothers Company (BSBC).



KUWAIT: The new body shaping laser machine: Zerona.

The treatment, which utilizes the Erchonja 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.

"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." Al-Zaben said.

"It 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.