

**THE LASER CENTER AT CONTOUR DERMATOLOGY
ACQUIRES NEW VELASHAPE II™ LASER**

**VELASHAPE II™ OFFERS PROMISING RESULTS FOR
CIRCUMFERENTIAL AND CELLULITE REDUCTION**

PALM SPRINGS, CA – (June 24, 2010) – The Laser Center at Contour Dermatology, with offices in Palm Springs, Rancho Mirage and Santa Monica, has recently acquired a new laser – the VelaShape II, among its inventory of the latest laser technology for cosmetic enhancements. Utilizing patented vela and elos technology, the VelaShape II™ is the first and leading FDA-cleared non-invasive medical solution for circumferential reduction and the first FDA class II cleared platform for cellulite reduction.

“Patients are experiencing a reduction of several inches in problem areas such as the thighs, outer hip, abdomen, love handles, saddlebags and buttocks. The combination of radiofrequency, infrared light, suction and mechanical massage causes increased metabolism in the fat cells and lymphatic drainage, which in turn results in circumferential reduction and smoother skin for improvement of cellulite appearance,” comments Dr. Timothy Jochen, a board-certified dermatologist and Medical Director of The Laser Center at Contour Dermatology.

Dr. Jochen explains that the treatment feels like a warm, deep tissue massage. Typically, four to six treatments are recommended; however, patients may determine when they are satisfied with the results they see. Treatments last about 15 minutes per area and are usually spaced a week apart. According to Syneron, the manufacturer of the VelaShape laser, most people experience no side effects, however a few may exhibit some sort of short-term localized redness.

“Due to the skin tightening aspect of the VelaShape laser, it is an excellent complement for liposuction patients, but it does not necessarily replace liposuction for those who have quite a bit of fat to remove. For those who have cellulite or only need to lose a few inches, the VelaShape may be a complete solution to their body sculpting,” says Dr. Jochen. He also notes that neither procedure is a substitute for diet and exercise. Both are recommended for stubborn fat deposits or cellulite that won’t respond to dieting or exercise.

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How VelaShape Works

The VelaShape applicator is gently applied to the treatment area. Pressing the trigger activates a vacuum cupping and massaging effect. At the same time, infrared light and radiofrequency energies are emitted. The pulsed suctioning, combined with movement of the rollers over the area, draws the tissue closer to the heating source, demarcating the target. It also causes widening of the local blood vessels, as well as increased blood circulation and lymphatic drainage. The infrared light and radiofrequency energies deliver heat to the dermis and hypodermis, causing the release of oxygen and nutrients from the blood stream to the local cells. In the hypodermis, the combination of heat and additional oxygen leads to increased metabolism in the fat cells causing them to shrink as they break down their fat. Mechanical massage enhances the flow of these fat breakdown products along with trapped fluids to the lymph system. In the dermis, the collagen fibers shrink, resulting in smaller fat chambers and skin tightening. The heat causes collagen shrinkage and activation of the fibroblasts to synthesize new collagen fibers. The end result of all these changes is localized circumferential reduction, improvement in cellulite appearance and ultimately body reshaping.

For more information, contact The Laser Center at Contour Dermatology at (760) 416-6971 or visit www.contourderm.com. Complimentary cosmetic consultations are offered.

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