

# TRANSFORM YOUR BODY

WITHOUT SURGERY  
OR DOWNTIME.

Freeze your fat away  
with CoolSculpting®



BEFORE

8 WEEKS AFTER  
COOLSCULPTING® TREATMENT  
Procedure by Bruce Van Natta, MD



# IT ALL BEGAN WITH NOT-SO-CHUBBY CHEEKS.



The revolutionary technology behind CoolSculpting® was born from the simple observation that children who ate a lot of popsicles had dimpling in their cheeks due to a loss of fat from the excessive exposure to cold.<sup>1</sup>

The idea that cold can selectively affect fat led to the innovative cooling process developed by scientists at the Wellman Center for Photomedicine at Massachusetts General Hospital in Boston, a teaching affiliate of **Harvard Medical School.**

<sup>1</sup>Epstein EH, Jr, Oren ME. Popsicle panniculitis. N Engl J Med 1970;282(17):966-967.  
Beacham BE, Cooper PH, Buchanan CS, Weary PE. Equestrian cold panniculitis in women. Arch Dermatol 1980;116(9):1025-1027.

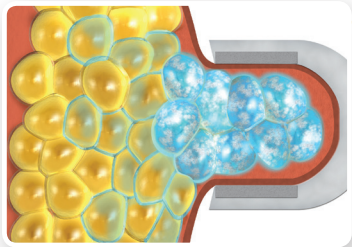




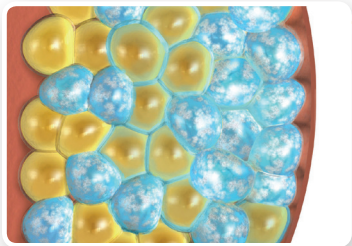
## >>>>> HERE'S HOW COOLSCULPTING® WORKS:



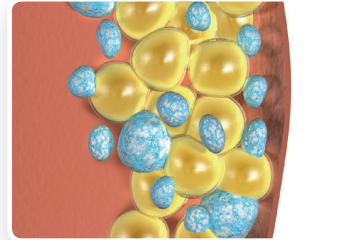
- 1 Many of us have fatty areas that resist diet and exercise.



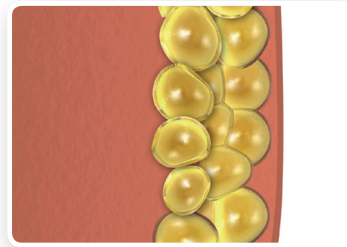
- 2 CoolSculpting uses controlled cooling to target and crystallize fat cells.



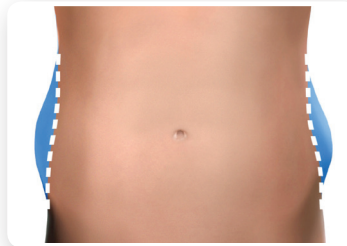
- 3 CoolSculpting only affects fat cells.



- 4 Following treatment, the crystallized fat cells are gradually removed in the next few weeks and months by the immune system.



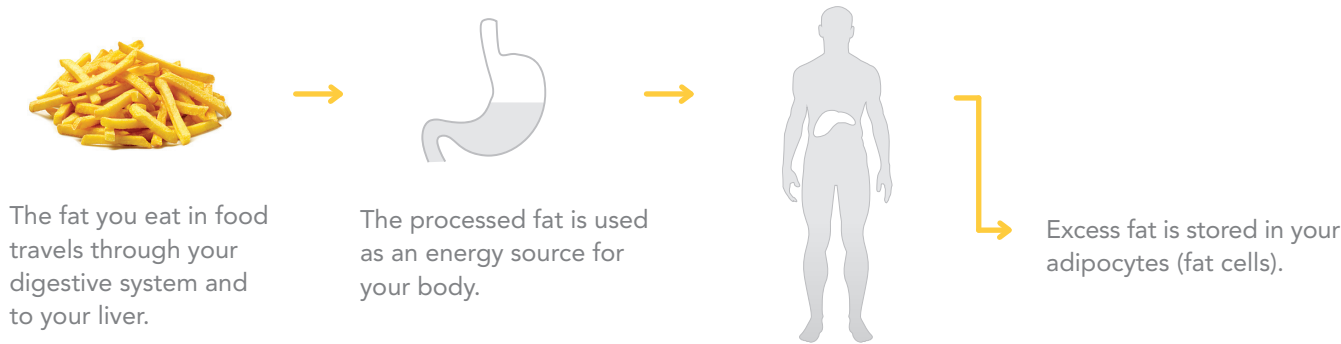
- 5 In the time following treatment, remaining fat cells condense, reducing the fat layer.



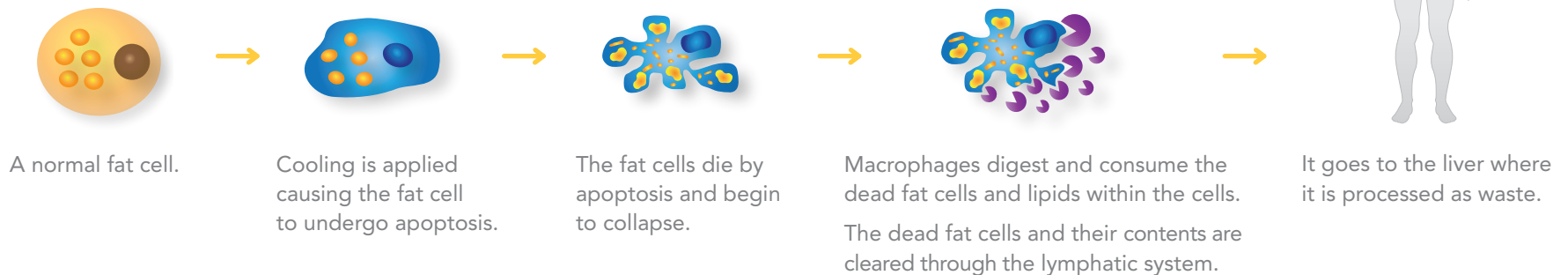
- 6 Fat layer reduction in targeted area leads to an improvement in appearance.

## HOW YOUR BODY PROCESSES FAT FROM FOOD.

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## HOW YOUR BODY PROCESSES TREATED FAT CELLS.



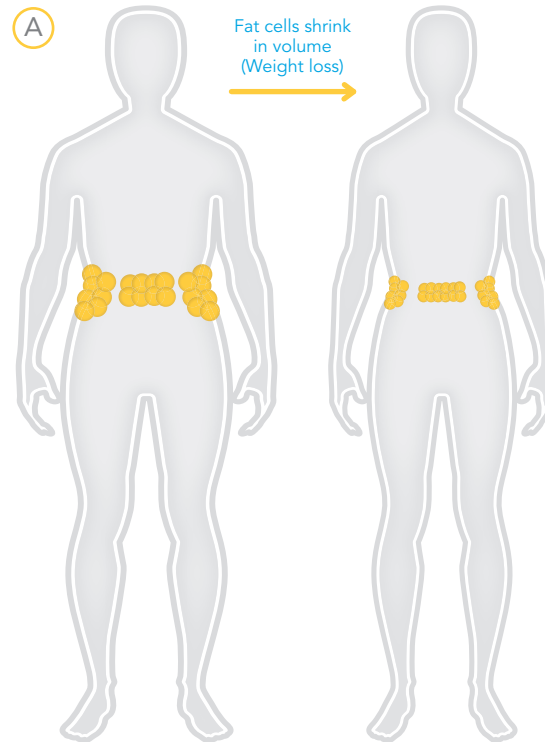
Natural Body Process



## »»»»» ACCUMULATION OF FAT.

### A) What happens when you gain/lose weight?

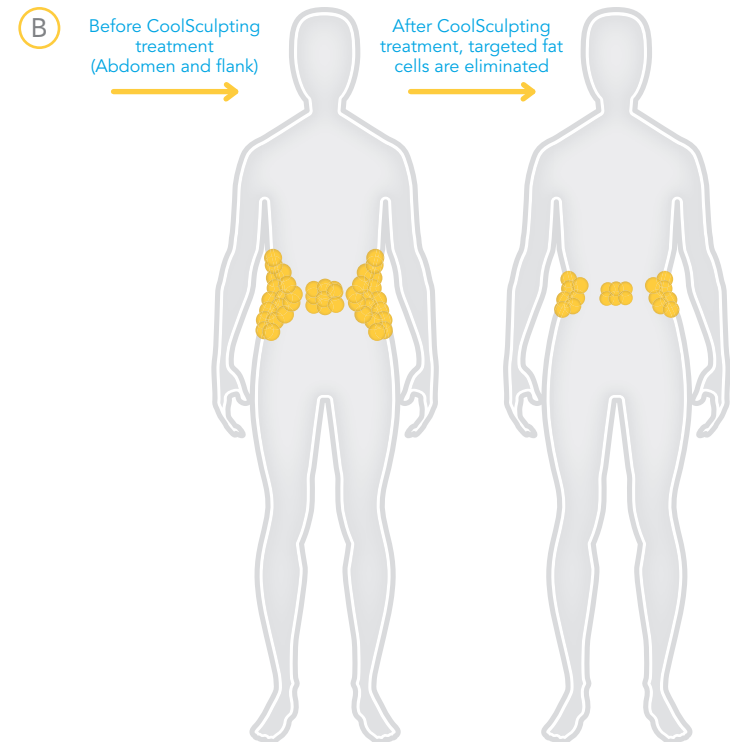
When you lose (or gain) weight, the volume of your fat cells changes but the number of fat cells stays the same.



### B) What happens after your CoolSculpting treatment?

After CoolSculpting, treated areas have fewer fat cells. There is no change in fat cell distribution in untreated areas.

## »»»»» FAT LOSS AFTER COOLSCULPTING®.





## »»»»» YOUR TREATMENT DAY.

- » You are unique, so a customized treatment plan will be developed during your consultation to address your specific areas of concern.
- » This treatment plan may require multiple treatments or visits.
- » During your treatment, an applicator is applied to the targeted area where tissue is drawn into a vacuum cup and controlled cooling is delivered to the targeted fat.



What You Can Expect



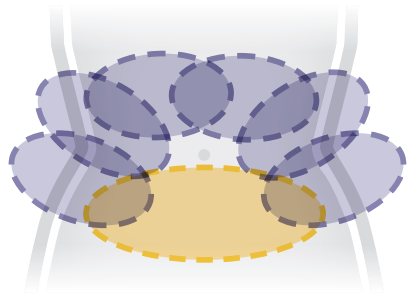
## »»»»» AFTER YOUR TREATMENT.

- » Most patients can return to their normal activities immediately after CoolSculpting®.
- » Changes may be seen as early as three weeks after your treatment with the most dramatic results after one to three months.
- » Weight gain will prevent you from appreciating your full results. Maintaining a healthy diet and exercise routine after CoolSculpting can help prevent this.



# >>>>> TREATMENT TO TRANSFORMATION.™

Treatment to Transformation is the holistic CoolSculpting® approach that applies the proper number of sessions to the problem areas of your body. The result? The sculpted shape you want.



Example of Treatment  
to Transformation  
(Front Treatment Plan)

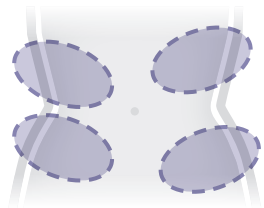
- » **Comprehensive approach** designed to optimize your CoolSculpting results
- » **Customized plan** based on your individual needs, shape and goals
- » **Clinical recommendation** of which areas should be treated and how many times

## >>>>> MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.

8



BEFORE



8 WEEKS AFTER

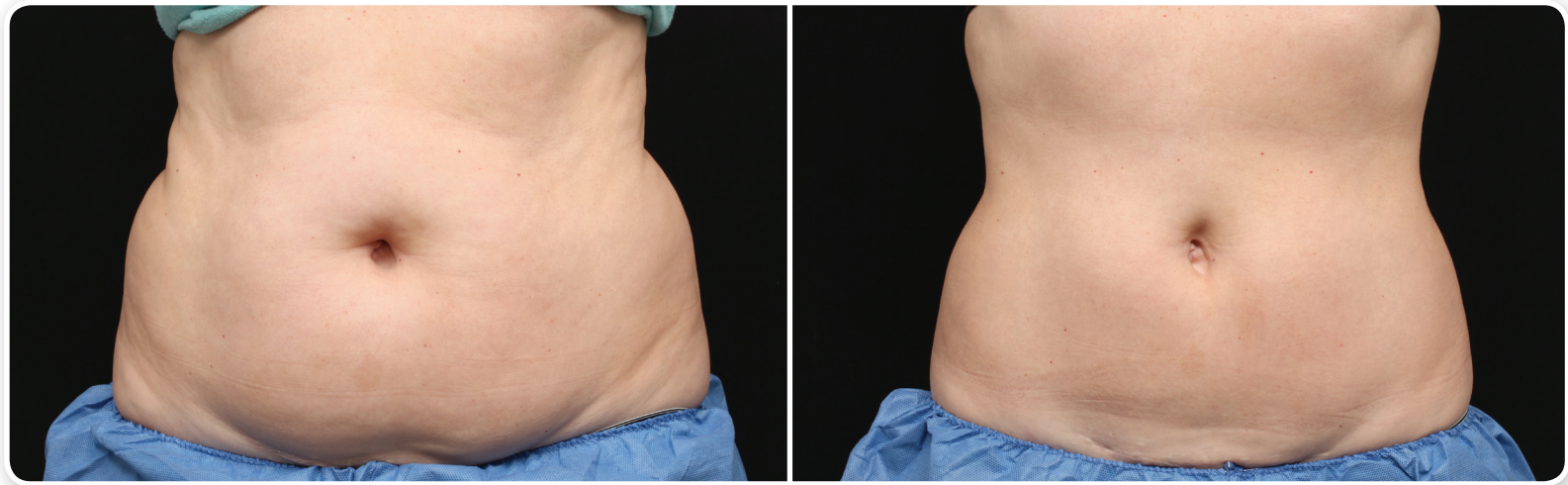
**COOLSCULPTING® TREATMENT**

Procedure by Kathleen Welsh, MD  
(No weight change)

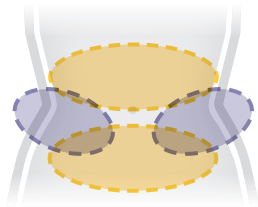
Undeniable Results

## >>>>> MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.

9



BEFORE



8 WEEKS AFTER

**COOLSCULPTING® TREATMENT**

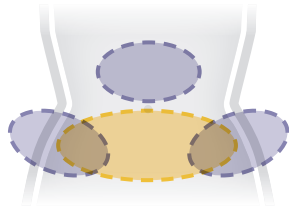
Procedure by Leyda E. Bowes, MD  
(-6 pounds)



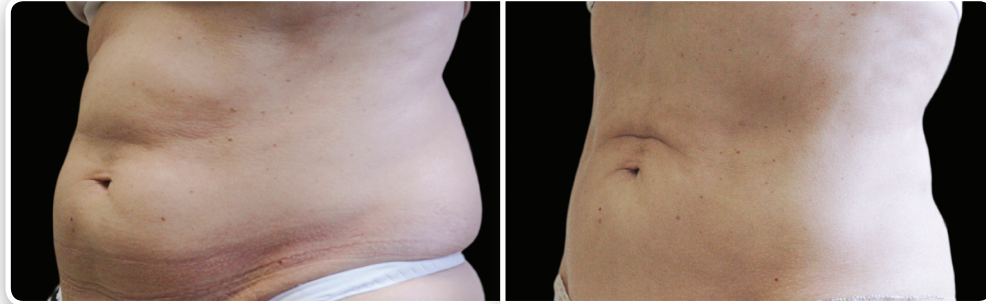
## >>>>> MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.

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A) FRONT TREATMENT



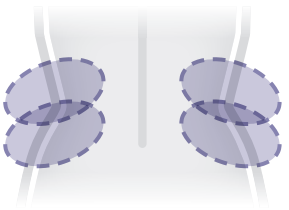
A



BEFORE

16 WEEKS AFTER  
COOLSCULPTING® TREATMENT  
(No weight change)

B) BACK TREATMENT



B



BEFORE

16 WEEKS AFTER  
COOLSCULPTING® TREATMENT  
Procedure by John B. Fasano, MD

## »»»»» MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.

11

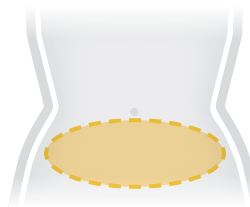


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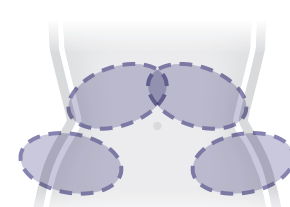
8 WEEKS AFTER  
FIRST COOLSCULPTING® TREATMENT

9 WEEKS AFTER  
SECOND COOLSCULPTING® TREATMENT

Procedure by Edward Becker, MD  
(No weight change)



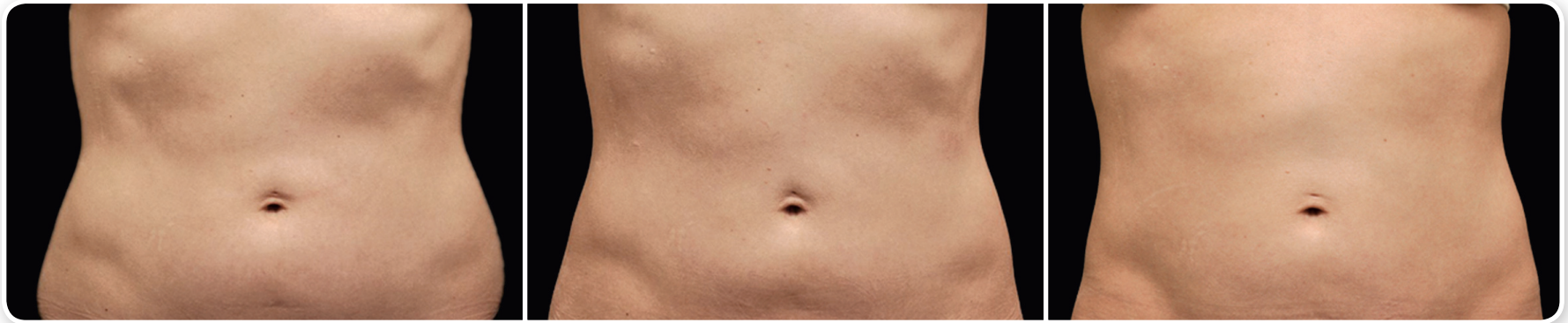
FIRST TREATMENT



SECOND TREATMENT

## >>>>> MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.

12

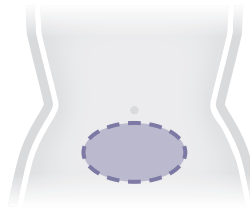


BEFORE

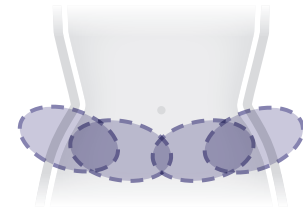
20 WEEKS AFTER  
FIRST COOLSCULPTING® TREATMENT

4 WEEKS AFTER  
SECOND COOLSCULPTING® TREATMENT

Procedure by Kathleen Welsh, MD



FIRST TREATMENT



SECOND TREATMENT



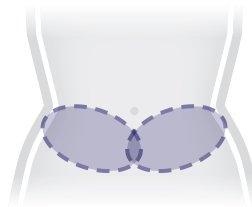
## >>>>> MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.



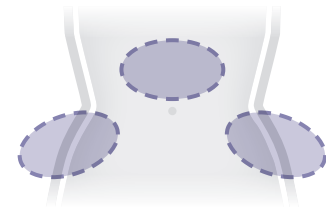
BEFORE

12 WEEKS AFTER  
FIRST COOLSCULPTING® TREATMENT  
(+3.5 pounds)

12 WEEKS AFTER  
SECOND COOLSCULPTING® TREATMENT  
Procedure by Flor A. Mayoral, MD  
(-3.5 pounds, back to original weight)



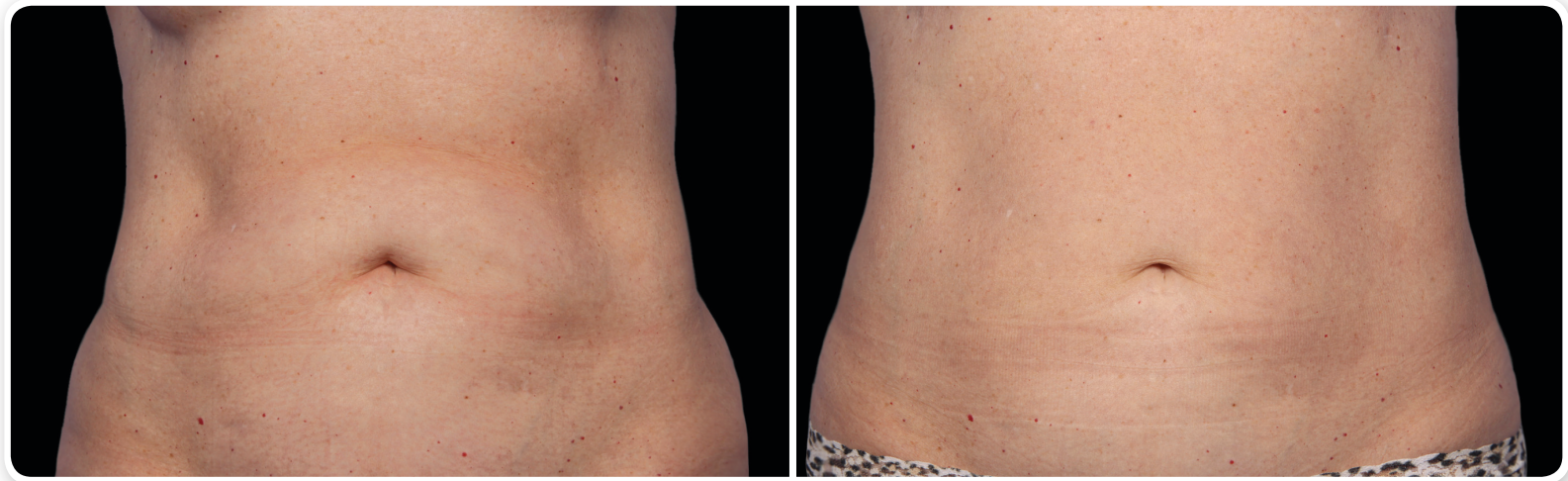
FIRST TREATMENT



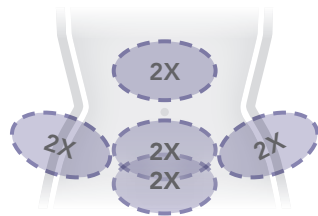
SECOND TREATMENT

## 》》》》》 MULTIPLE TREATMENT AREAS: SCULPTING THE BODY.

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BEFORE

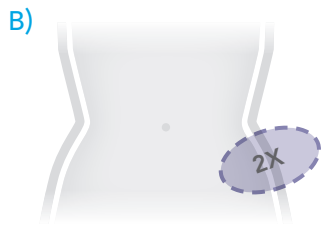
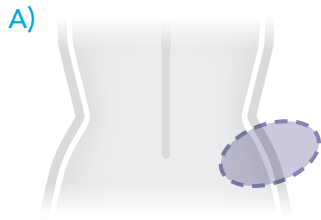


12 WEEKS AFTER

SECOND COOLSCULPTING® TREATMENT

Procedure by Grant Stevens, MD  
(-4 pounds)

THE RESULTS ARE  
LONG LASTING.



A

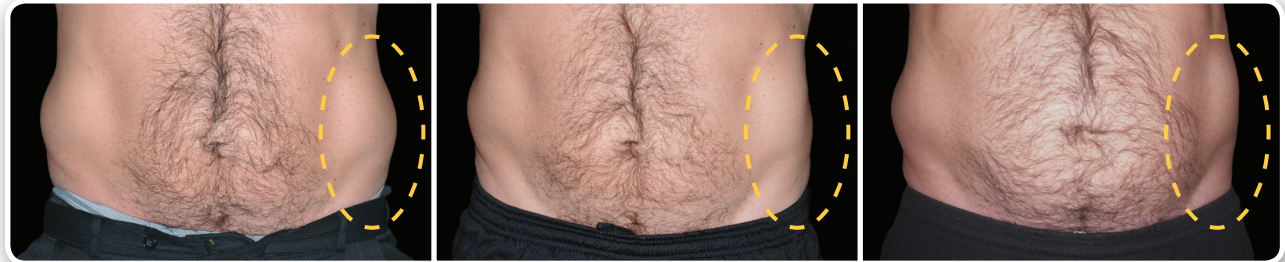


BEFORE

5 YEARS AFTER  
COOLSCULPTING® TREATMENT

(Single side treatment)  
Photos courtesy of ZELTIQ®  
(-4 pounds)

B



BEFORE

8 WEEKS AFTER  
SECOND COOLSCULPTING® TREATMENT  
(Single side treatment)

2 YEARS AFTER  
SECOND COOLSCULPTING® TREATMENT  
(Single side treatment)  
Procedure by Eric Bernstein, MD  
(+10 pounds)



# >>>>> THE BUZZ ABOUT COOLSCULPTING®

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In the Media

## »»»»» IMPORTANT SAFETY INFORMATION.

Do not use CoolSculpting® if you have the following:

- » Cryoglobulinemia
- » Paroxysmal cold hemoglobinuria
- » Pregnancy or lactation

Use caution before performing localized cooling under the following conditions, the effects of which have not been studied:

- » Known sensitivity to cold such as cold urticaria or Raynaud's disease
- » Impaired peripheral circulation in the area to be treated
- » Neuropathic disorders such as post-herpetic neuralgia or diabetic neuropathy
- » Impaired skin sensation
- » Open or infected wounds
- » Bleeding disorders or concomitant use of blood thinners
- » Recent surgery or scar tissue in the area to be treated
- » Hernia in the area to be treated
- » Skin conditions such as eczema, dermatitis, or rashes in the area to be treated
- » The effect of performing treatments directly over active implanted devices, such as pacemakers and defibrillators, is not known

## »»»»» COMMON AND RARE SIDE EFFECTS.

The following effects can occur in the treatment area during and after a treatment.

These effects are temporary and generally resolve within days or weeks.

### During a treatment:

- » Sensations of pulling, tugging, and mild pinching.
  - » Intense cold, tingling, stinging, aching, cramping.
- These sensations subside as the area becomes numb.

### Immediately after a treatment:

- » Redness and firmness.
- » Transient blanching and/or mild bruising around the edges of the treatment area.
- » Tingling and stinging.

### One to two weeks after a treatment:

- » Redness, bruising, and swelling.
  - » Tenderness, cramping, and aching.
  - » Itching, skin sensitivity, tingling, and numbness.
- Numbness can persist up to several weeks after a treatment.

### Rare side effects:

- » Vasovagal symptoms: Dizziness, lightheadedness, nausea, flushing, sweating, or fainting during or immediately after the treatment.
- » Late-onset pain with a typical onset several days after a treatment and resolution within several weeks.
- » Subcutaneous induration: Generalized hardness and/or discrete nodules within the treatment area, which may develop after the treatment and resolve spontaneously within three to six months.
- » Paradoxical hyperplasia: Visibly enlarged tissue volume within the treatment area, which may develop four to five months after treatment. Surgical intervention may be required.
- » Hyperpigmentation may occur after treatment. Typically, it resolves spontaneously.



# WHAT ARE YOU WAITING FOR?



With more than 500,000 treatments performed worldwide, CoolSculpting® is proven, safe and effective.

Learn more at [coolsculpting.com](http://coolsculpting.com)

Typical side effects include deep pulling, tugging, pinching, pain and numbness during the procedure. After the procedure, temporary redness, swelling, bruising, firmness, numbness, tingling, stinging and pain may occur. CoolSculpting is not for everyone. You should not have CoolSculpting if you suffer from cryoglobulinemia or paroxysmal cold hemoglobinuria. CoolSculpting is not a treatment for obesity. Individual results and patient experience may vary. As with any medical procedure, consult your physician to determine if CoolSculpting is right for you.

In the U.S. and Taiwan, non-invasive fat reduction is cleared only for the flank (love handle) and abdomen. The CoolSculpting Procedure for non-invasive fat layer reduction is available worldwide.

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The products described in this document may be covered by U.S. Patent 7,367,341. Other patents and patent applications pending worldwide. MK17675-A

