

# DR JASON ROTH

EAR, NOSE & THROAT SPECIALIST AND  
FACIAL PLASTIC SURGEON

TRANSFORM YOUR BODY  
WITHOUT INVASIVE SURGERY

 coolsculpting®





## WHAT IS COOLSCULPTING, AND WHY IS IT SO POPULAR?

CoolSculpting is a cooling technique made to carefully and productively minimise annoying fat in specific areas of the body. This innovative technology uses an accurate controlled cooling device to cool, pinpoint and remove fat cells in a slow and organic process without creating any harm to the surrounding skin and tissue. CoolSculpting allows you lose inches safely in approximately one hour.

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## HOW IT WORKS.

The cooling process involves using a targeted cooling technology to cool particular areas of fat.

The progress of CoolSculpting started when researchers observed that fat cells are more sensitive to cold temperatures than skin and other body tissues. In the cooling process, fat cells kickstart a natural biological action called apoptosis.

This action is entirely non-invasive and causes zero damage to the surrounding nerves, skin, or other tissues. It easily cuts down fat cells in a specific area by applying cold temperatures while at the same time, leaving everything else intact.



## COOLSCULPTING CANDIDATES

CoolSculpting works well for individuals that have pinchable fat and who eat healthily and exercise regularly. It's perfect for people who have visible bulges that have not gone away in previous weight loss attempts.

CoolSculpting is not ideal for people who are excessively overweight and for anyone who is looking for a quick solution to eliminate fat.

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## IT'S NON-INVASIVE AND COMPLETELY SAFE

In the CoolSculpting procedure, no needles, incisions or surgical equipment are needed so there is zero risk of permanent side effects unlike many fat reduction treatments. Anesthesia is not necessary, and there is no risk of any suffering from nerve damage.

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## IT'S QUICK

Each treated area takes approximately one hour, and because CoolSculpting is non-invasive, there's zero downtime. In fact, most patients resume their normal daily activities right after the session.





## THE RESULTS ARE NATURAL LOOKING

Unlike some fat reduction procedures like liposuction, which has many side effects, including bulges, dimpling and scarring the results from CoolSculpting are remarkably natural looking and appear gradually. Most people begin to see results after a few weeks; the most significant results are normally seen at four to six months.

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## TARGETED TECHNOLOGY

CoolSculpting can help you get rid of those fat pockets that don't seem to go away with diet and exercise. With CoolSculpting's groundbreaking technology you can target the problem areas and see the reduction in body fat appear as the body naturally dissolves the dead fat cells.

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## LONG-TERM RESULTS

The results from CoolSculpting are long-term because the fat cells that have been targeted and treated have completely been eliminated. This isn't to say you won't gain weight again; that all depends on you and your lifestyle choices. We like to emphasise to our patients, that the results from CoolSculpting are permanent, but only if you maintain your weight. It will still take work to keep your newly sculpted figure, so proper diet and exercise play a key part in your results.

With this fast, effective, low risk, and non-invasive procedure it's no surprise why CoolSculpting has become one of the world's most popular fat-reduction procedures.



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