



## ZERONA: FUTURISTIC SLIMMING “MAGIC WAND” AVAILABLE HERE AND NOW!

Is it **magic**? **No, but you’ll think it is!** It’s a low-level medical laser that can take inches off problem areas—**easily and painlessly**

BY WAYNE WERTHEIM, M.D.

There is zero downtime, no evidence that you were even treated, and no side effects or adverse reactions in otherwise healthy patients

I remember watching the original *Star Trek* television series, where Dr. McCoy (“Bones”) would have a patient lie on his exam table and wave a flashing light over the patient. His “magic wand” would both diagnose and treat his patient’s ailments. I wondered if I would ever use such a space-age instrument in my practice when I became a doctor.

Welcome to the future, and welcome to the Zerona. Believe it or not, the Zerona is a low-level medical laser that projects multiple red swirling lights on the patient. After a series of treatments, with the swirling lights, patients have experienced between three and nine inches of total fat loss in as little as two weeks! How does that



The Zerona is a low-level medical laser that projects multiple red swirling lights on the patient

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Courtesy of Juvaneu Medspa

You can achieve wonderful results in comfort from this painless procedure

sound for those hoping to hit the beach in a bikini, wanting to fit into that dress or suit with comfort, or just wishing to have the confidence you get by simply knowing that you look better?

The procedure is simple. Patients are treated every other day for two weeks. Each session is 40 minutes (20 minutes front and 20 back), focusing on the target area. During the procedure, you are relaxing on a comfortable bed, wearing protective glasses, and listening to your favorite tunes. That's it! There is absolutely no pain or discomfort. (Some patients have experienced a pleasant tingling sensation.)

There is zero downtime, no evidence that you were even treated, and no side effects or adverse reactions in otherwise healthy patients. The treatment has no set

qualifying parameters as it is so safe. (Patients should be in good general health.) It can be used on any skin type, either sex, and any age, with only a few medical conditions disqualifying patients from treatment. The results discussed in the pilot study mentioned below were obtained on subjects who made *no* lifestyle modifications; even better results are achievable in those who improve their diets, exercise, take nutritional supplements, and use good common sense.

The scientific explanation of the way the procedure works is given below, but a simple analogy is that of a water balloon. The balloon (or fat cell, technically

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“adipocyte”) starts off small. As we fill it with water (years of eating high-fat and high-calorie food), it stretches and grows bigger and bigger. Let's suppose the balloon is self-sealing, and we puncture it with a pin (the laser). The balloon (fat cell) starts leaking and

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**ZERONA**

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gets smaller and smaller (your waist size goes down). If we don't refill the balloon (overeate) after it seals itself, it maintains itself at the smaller size. If we refill or overfill the balloon (return to old or worse eating habits), the size keeps increasing (we gain weight and inches).

That's the simplistic analogy. Here's a more technical explanation: Clinical data has shown that following Zerona treatment, adipocytes (fat storage cells) are emulsified. Emulsification happens when the fatty components such as triglycerides, fatty acids, and glycerol are released from the adipose cell and settle in extracellular space (space outside the cell). Electromagnetic resonance imaging has shown that a small puncture forms in the membrane of adipocytes following Zerona therapy. This rupture within the membrane causes the stored fatty contents to seep out of the cell and into extracellular space, allowing the body to then naturally absorb and secrete these contents.

The conclusion of the Erchonia (manufacturer of the Zerona) pilot study was recently presented to the American Society of Lasers in Medicine and Surgery. The study's data revealed that in the two weeks of trial treatments with the Zerona—*without surgery, diet restrictions, or any other adjuncts (such as new exercise programs)*—patients lost an average of 3½" from their waists, hips, and thighs. In addition to the completed pilot study, a double-blind, randomized, multi-site, and placebo-controlled study is currently underway. Already, the results are consistent with the previous pilot study: In two weeks of treatment, patients are losing as much as nine inches, and an average of over five and a half inches, compared to the placebo group, who are losing on average a half inch.

Erchonia has been the foremost authority on low-level lasers, and their safety has been documented over several decades with multiple studies done nationally and interna-

tionally, showing their safety and therapeutic efficacy.

In contrast to high-power, high-heat lasers, such as are used in various surgical procedures, the Zerona produces a low-level, or cold, output that has no thermal effect on the body's tissue. Instead, the non-invasive laser helps the body absorb fat by stimulating biological function. Excess fat is removed naturally by the body without the negative side effects, discomfort, and downtime associated with more invasive procedures such as liposuction. Zerona offers patients a safe alternative to invasive procedures by shrinking adipocytes and generally reducing fat. The Zerona™ provides a head start for those individuals wishing to change their body image.

Low-level-laser therapy is a non-invasive technology that overwhelmingly appeals to those individuals vigorously searching for a safe and effective fat-reducing procedure. However, it is important to understand the limits of this new and innovative technology. Despite this being state-of-the-art technology, the Zerona, like all other fat-reducing therapies, plays no known role in the reduction of fat around the organs within the abdominal cavity. This fat has been shown to be associated with a higher incidence of fat-related diseases such as heart disease, stroke, and diabetes. Lifestyle changes including proper diet, nutrition, supplementation, and exercise are necessary to affect healthy body composition and counteract the visceral fat. Zerona, like liposuction of any kind, should be considered a cosmetic procedure and not for weight reduction.

Low-level, or cold, lasers have been around for quite some time, though not until recently specialized for this application. They have a history of medical uses in both veterinary and chiropractic medicine. They have recently also been shown to have effectiveness in wound healing, scar improvement, and musculoskeletal pains. It's amazing to think of the potential future uses these devices will have, and how they will likely affect us all.

**IMAGE**