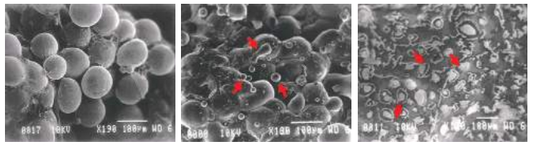
ZERONA®

ZERONA® by **ERCHONIA®**

Until now there has not been a proven non-invasive procedure to effectively shape the body by removing excess fat…

ZERONA® is a new body-sculpting procedure designed to remove fat and contour the body without invasive surgery. ZERONA® unlike other procedures, allows the patient to continue their daily activities without interruptions from surgery, pain or wounds. ZERONA® works by utilizing the Erchonia® LipoLASER™ (FDA market cleared for laser assisted liposuction) to emulsify adipose tissue which then releases into the interstitial space. The excess fat is passed through the body during its normal course of detoxification. The ZERONA® procedure was proven through a double-blind, randomized, multi-site, and placebo controlled study in which patients averaged a loss of 3.5 inches compared to the placebo group that lost only a half an inch.

Erchonia® LipoLASER™ Biochemical Effects on Adipose Tissue.



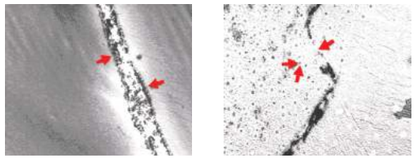
Healthy adipose cells

Fat droplets seeping across adipose cell membrane

Complete collapse of adipose cell-emulsification

The stunning series of photographs above impressively demonstrates the low-level-laser's ability to emulsify adipose tissue. The pictures show the collapse of the rigid adipose cell and the secretion of triglycerides and fatty acids. These remarkable images immediately reveal why ZERONA® can serve as a great benefit for the physician and the patient.

Why do Triglycerides and Fatty Acids Seep Across the Membrane?



These images reveal the formation of a transitory pore forming in the bi-lipid membrane of an adipose cell. This pore formation is the direct result of laser stimulation, and the reason why the triglycerides and fatty acids move into interstitial space. The pore is not damaging to the cell, but simply serves as a means for the fatty contents of the cell to evacuate. The formation of the transitory pore is the product of a series of secondary reactions originating in the mitochondria.

About the protocol in the clinical trial.

Placebo patients were treated with a 635nm LED while the Laser treated patients are treated with the Erchonia LipoLASER™. All patients were treated 6 times over 2 weeks. The protocol is totally non-invasive and patients feel nothing during the treatment. There is no down time or any recovery period after treatment and patients can assume normal activity after each treatment. Since this is a clinical trial, patients were not asked to restrict there diet in any way and conduct daily activities as normal.

Before and After the ZERONA® Procedure.

Quote from Greg Roche, MD

"Growth in the non-invasive procedures has accelerated. I was very excited when we were offered the opportunity to become a clinical investigator for the Zerona technique. As the results were compiled I was amazed in what this procedure could accomplish.

"Because patients experience less down time and discomfort without the risks of surgery, non-invasive procedures have become mainstream."
—Greg Roche, MD

Process and Machine Patented: US Patents 7,118,588; 6,605,079; 6,746,473; 6,013,096. PCT Country Patent(s) Pending

ZERONA® by: Erchonia® Corporation - Proven • Non-Invasive • Drug Free • Healthcare Solutions™
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