



ZERONA VZ8



ERCHONIA[®]
Healing Light, Perfected.



Background & Science





All Erchonia Lasers are designed, manufactured, and assembled in our state of the art facility



ERCHONIA
World Leaders in Low Level Laser Technology

All Erchonia lasers are designed, manufactured, and assembled in our newly opened, state-of-the-art facility



Greenville, SC (Fountain Inn)



Founded in 1996

**First Low Level Laser to gain FDA market clearance;
2002**

**Holds >23 FDA clearances in LLLT with specific
indications for use**

Currently, there are <30 FDA clearances for LLLT

Our mission: To advance the science of low level laser
therapy through scientific and clinical research in
medicine and cosmetic applications.

**The majority of FDA clearances proved
through Level 1 Clinical Studies**

- Double Blind
- Placebo Controlled
- Randomized
- Multi-site

**Current on-going clinical studies using
clinical studies:**

- Autism
- Neuropathy
- Periodontal disease
- Artery disease
- Chin Fat Reduction

Not All Lasers Are Created Equal

Class 4

- Unsafe for eye
- Unsafe for skin

Class 3

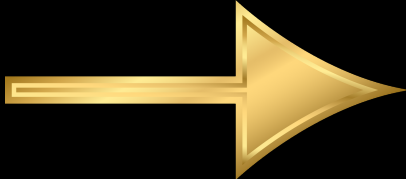
- Generally safe for skin & eyes under specific conditions

Class 2

- Safe for eye - no direct contact
- Safe for skin

Class 1

- Safe for eye
- Safe for skin



All of Erchonia's Lasers are Class II Photochemical Lasers
There has never been a reported side effect to the FDA in 30 Years of Laser Use

How It Started

- Research began back in 1998 (with a hand-held laser)
- Started as an adjunctive device for pain associated with liposuction (FDA approved to reduce post-operative discomfort)
- Market clearance granted in 2004



Without laser



With Laser



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The American Society of Liposuction Surgery presents...

WORLD CONGRESS on
 Liposuction Surgery

October 13-15, 2000
 The Ritz-Carlton Dearborn
 Dearborn, Michigan

This study was performed using the Erchonia "Healing Light" 635 nm laser

ADVANCED LIPOSUCTION TECHNIQUE/MECHANICAL DEVICES
Saturday, October 14

Applications of the Low Level Laser Assistant Therapy Liposculpture (L.A.L.): Descriptions of a New Technique—Rodrigo Nêira, MD

250 Patients are presented that have been through a liposculpture procedure using a low-level energy laser beam, electric diode beam, 6 of which were randomly selected to take ancillary samples.

The patients' fat was studied through transmission electron microscopy and scanning electron microscopy with the following finding:

-With the transcoagulative technique and laser beam exposure for 4 minutes, there is partial destruction of the adipocytes, with some cells preserved without destruction of the cell membrane. The adipocyte lost their round shape and there is fat coming out to the interstitial space.

-With the transcoagulative technique and beam exposure for 6 minutes, there is complete destruction of the adipocyte cell with the fat completely out of the cell and coming into the interstitial space. There is also destruction of the connective tissue, but the capillaries and the rest of the interstitium is preserved.

-Without transcoagulative technique and *in vitro* laser beam exposure of the adipose tissue of 4 minutes and 6 minutes, it is observed that the laser power through the adipose tissue is diminished without the transcoagulative solution. The findings at scanning and transmission electron microscopy with 6-minute exposure corresponds to those observed at 4 minutes with the same laser energy of 10 joules per centimeter square.



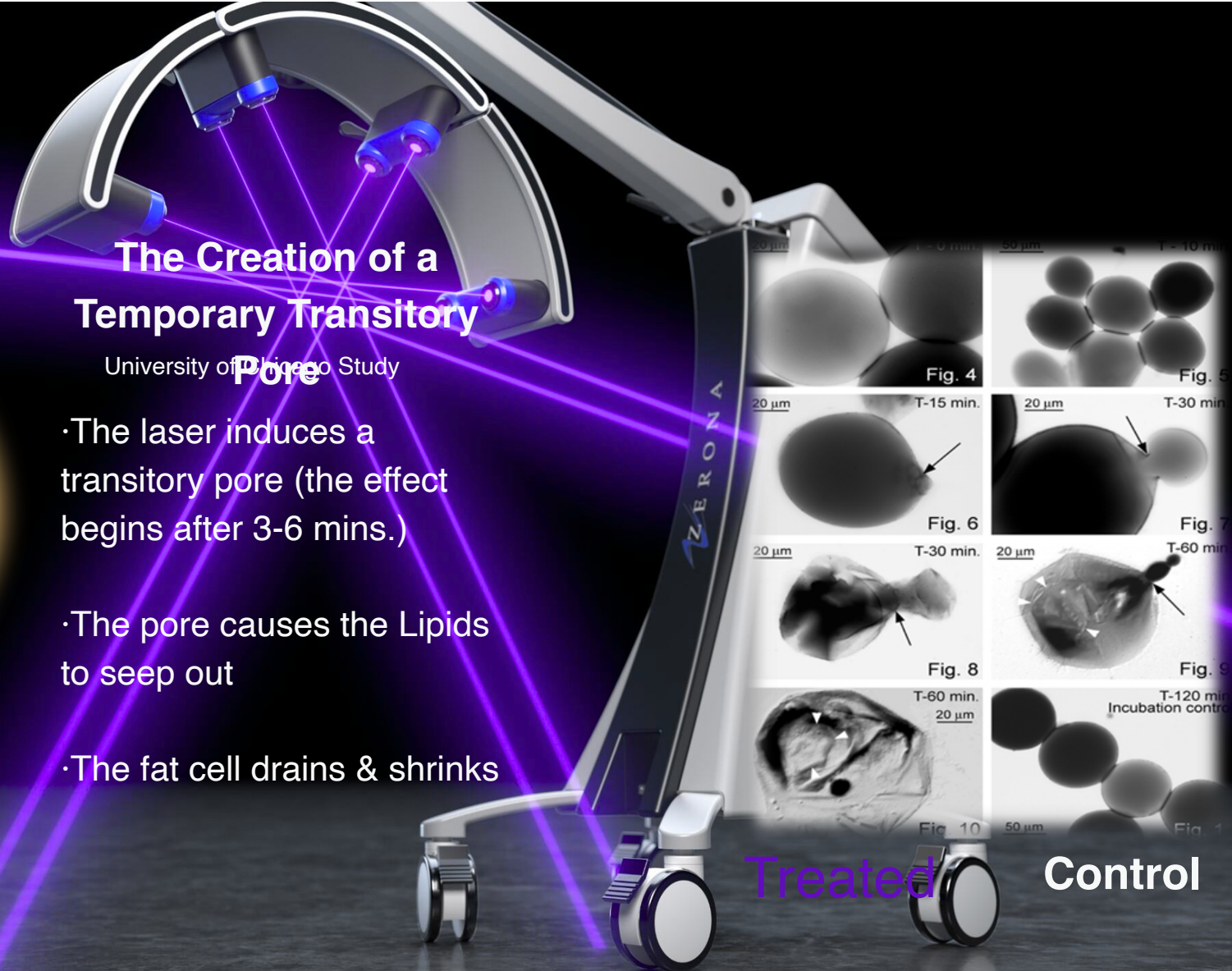
American Academy of Cosmetic Surgery

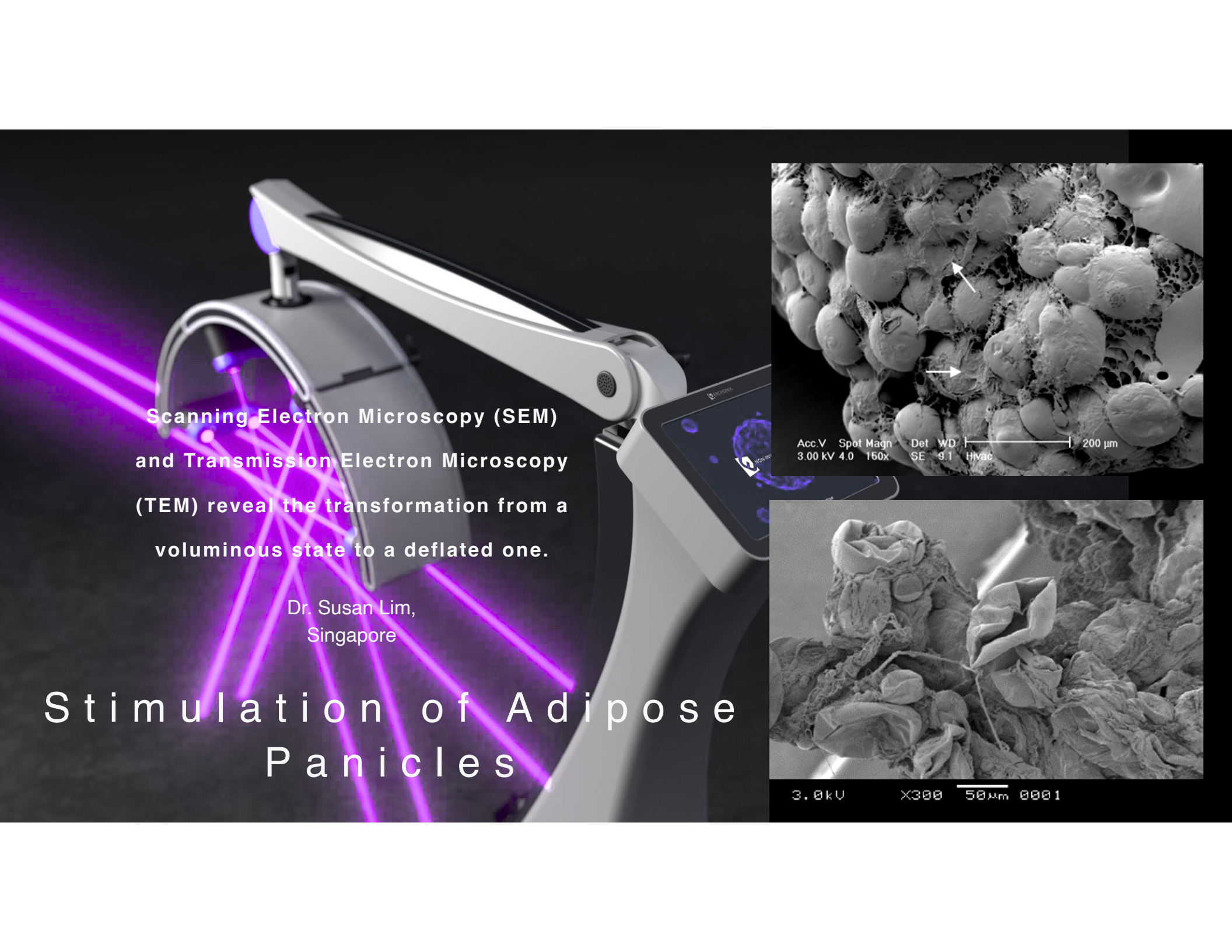
The Creation of a Temporary Transitory Pore

University of Chicago Study

- The laser induces a transitory pore (the effect begins after 3-6 mins.)
- The pore causes the Lipids to seep out
- The fat cell drains & shrinks

The Effect of Photoporosis

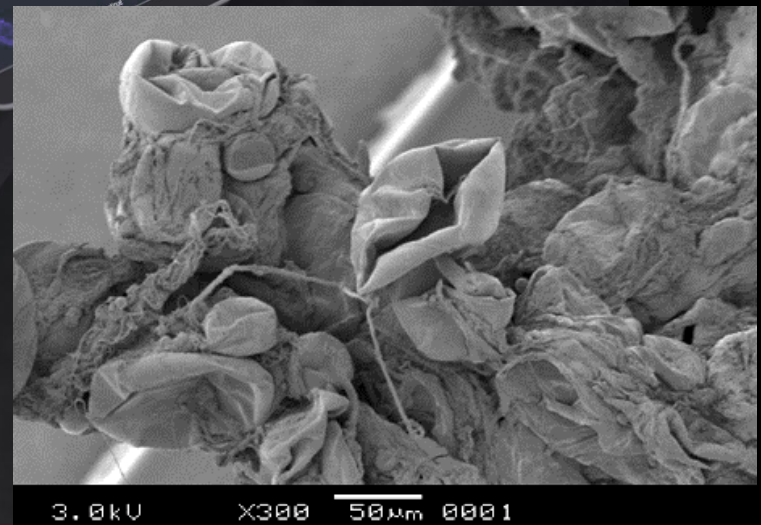
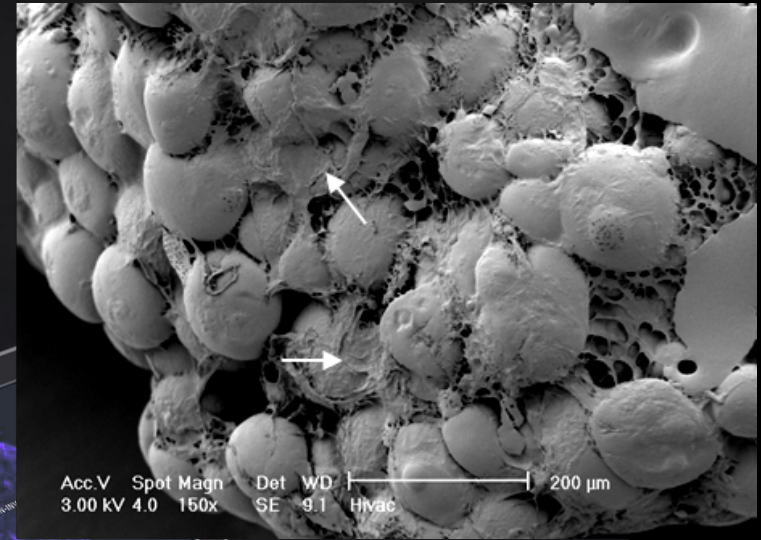




Scanning Electron Microscopy (SEM)
and Transmission Electron Microscopy
(TEM) reveal the transformation from a
voluminous state to a deflated one.

Dr. Susan Lim,
Singapore

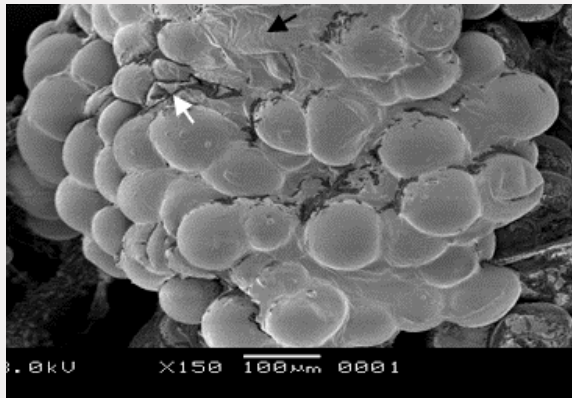
Stimulation of Adipose Panicles



SEM Photography Shows The Process

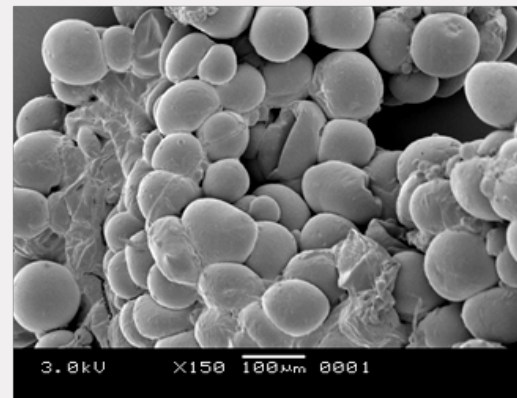
①

Filled adipose (fat) cell as treatment begins



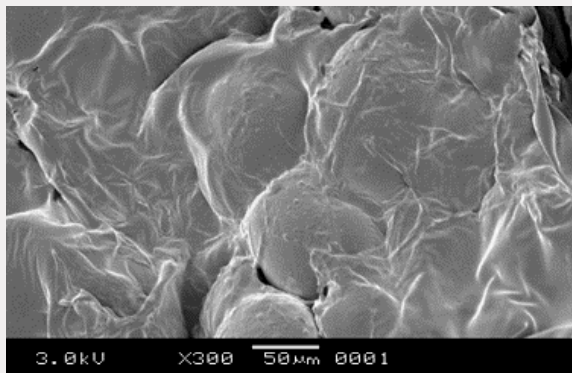
②

The laser induces a temporary pore



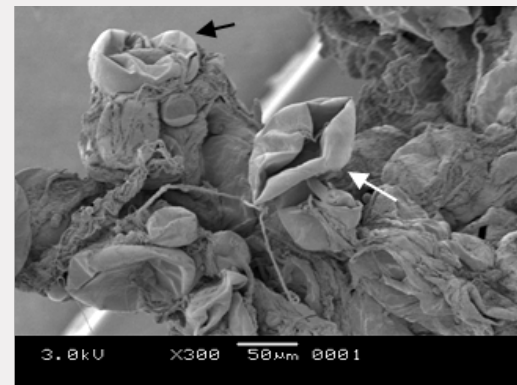
③

The pore allows triglycerides and fatty material to seep out



④

The fat cell collapses and shrinks in size

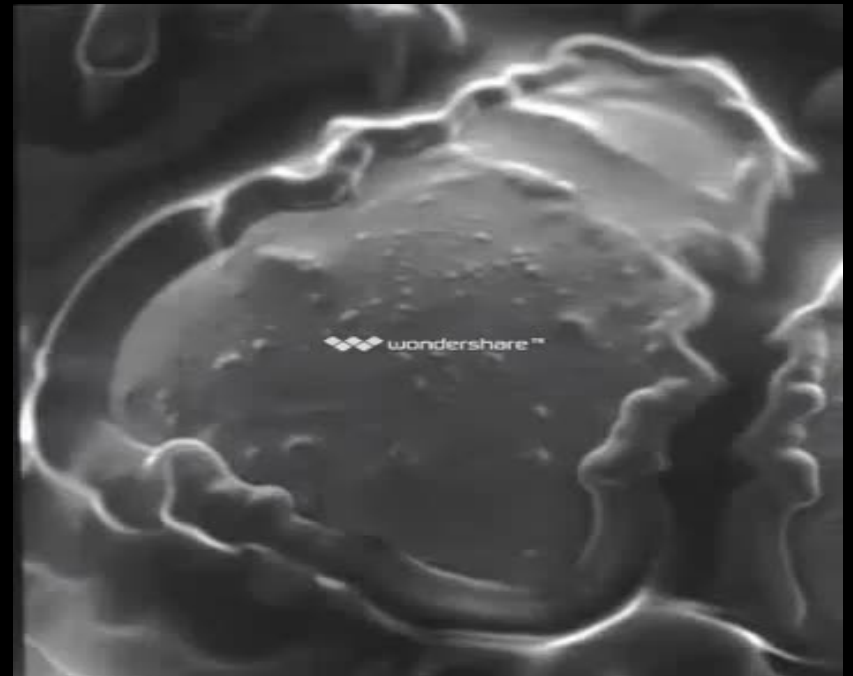


-Dr. Susan

Fat Cells Contents Being Emulsified By Erchonia Laser



Morphed Images of a Single Fat Cell



So Where Does The Fat Go?

1

Fat leaves the cell and enters the extracellular space

2

Triglycerides are then absorbed by the lymphatic system

3

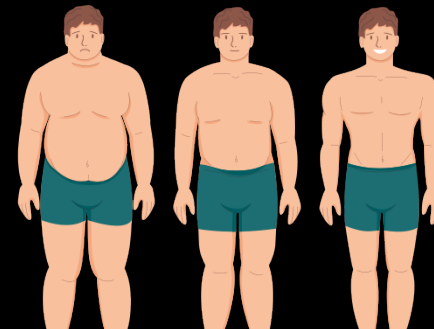
There transported by the afferent lymph vessels to the lymph nodes

4

Broken down by macrophages and transported to circulatory system

5

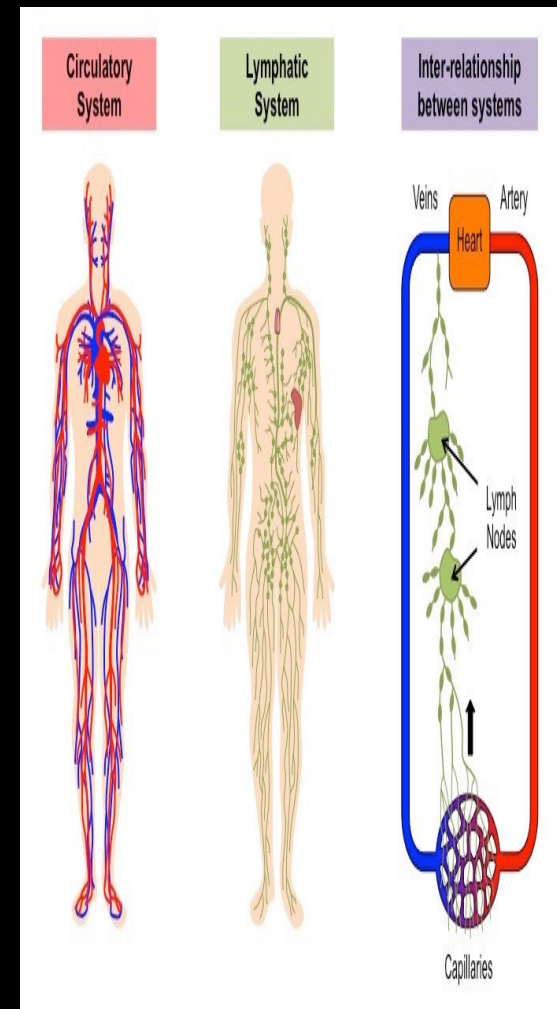
In the circulatory system it's used as fuel!



The Lymphatic System

What Does It DO?

- Maintains fluid levels in your body
- Absorbs fats from the digestive tract
- Protects your body against foreign invaders
- Transports & removes waste and abnormal cells from lymph fluid



The Lymphatic System

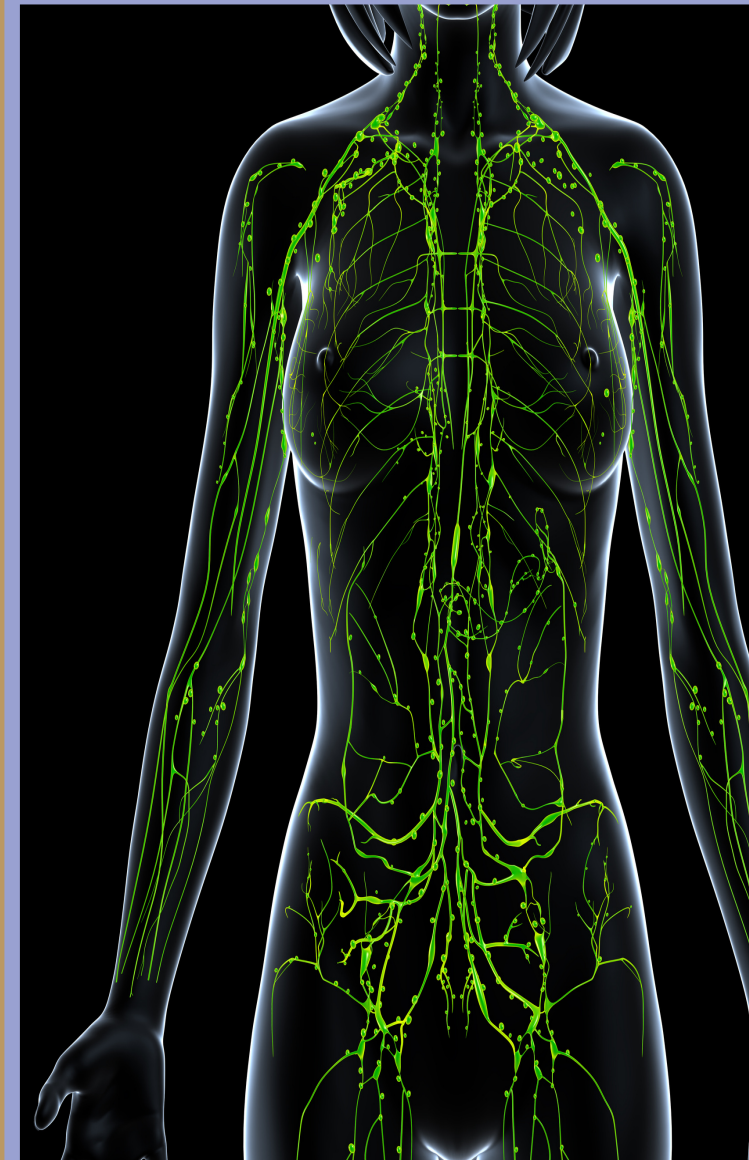


Think of it as a River

The river picks up debris and transports it from one location to another



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The Lymphatic System



YOUR Lymphatic system
relies on

VIBRATION &
MOVEMENT

TO Clear the Fat Cell From
the local area

The VZ8 opens up the fat
cell with a transitory pore
after 3-6 minutes and that
pore stays open for
50-72 hours





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...and with that

Let me introduce
you to the VZ8
Laser

The First FDA market cleared Violet laser for
non-invasive body contouring.

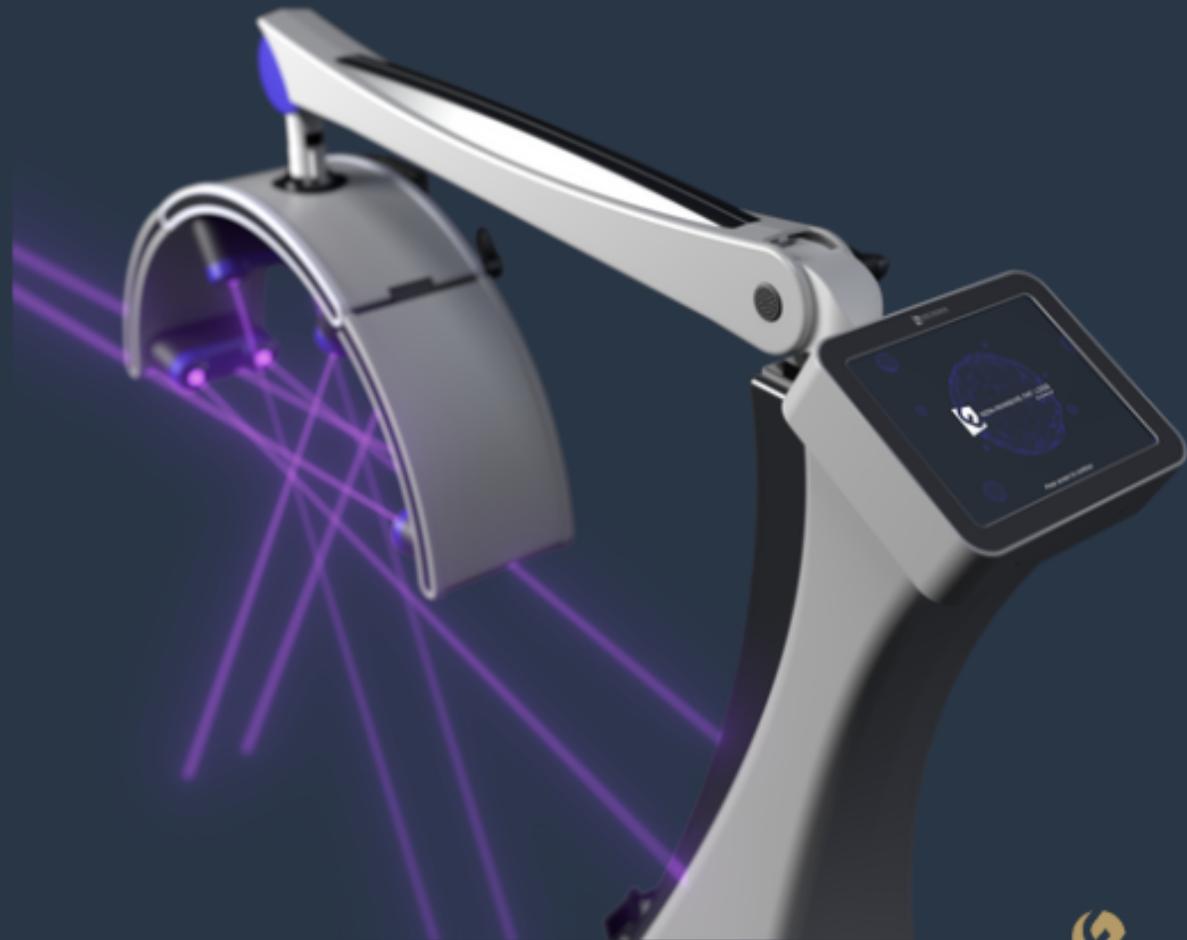
- ✓ No pain
- ✓ No downtime
- ✓ No known side-effects

Lets Talk Data

The clinical study showed: **3.91** average inch loss in two weeks without changing diet, hydration status, or exercise..... and a treatment time of only 20 minutes per session!



The Zerona Z6 clinical study yielded 3.72 average inch loss



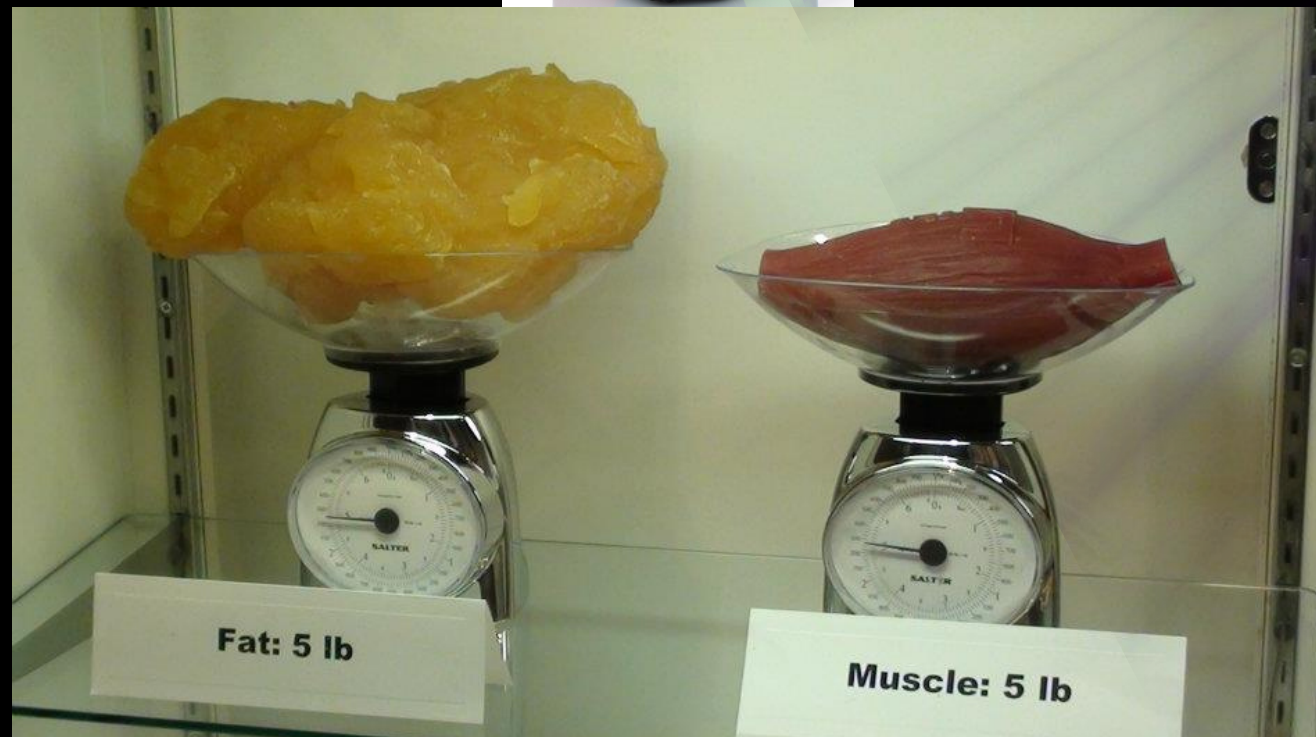
**Individual results may vary*

**The results from
Zerona are actual “Fat
Loss”**

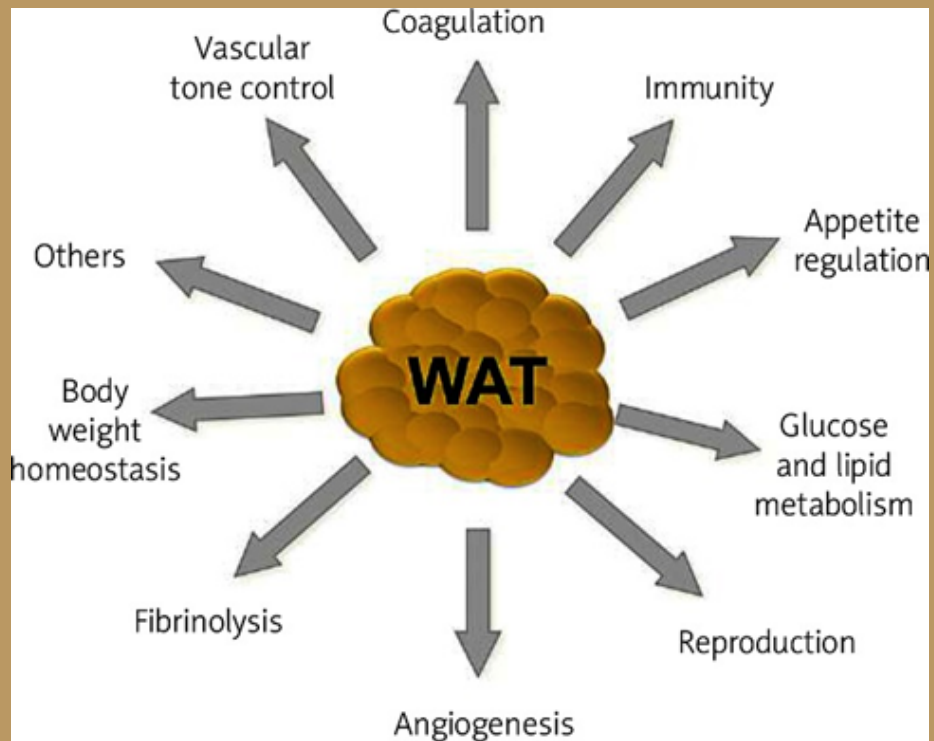
**Other non-invasive
procedures offer weight loss
through reducing water
weight e.g. body wraps, heat
saunas, etc...**

**4 inch fat loss = 2.7 Liters of
Fat**

**Successful Liposuction = 2-3
Liters of Fat**



Why We Don't Want to Harm Fat Cells



As a metabolically dynamic endocrine organ, the most significant physiological functions of White Adipose Tissue (fat cells) are:

- ▶ Everyday Immunity
- ▶ Glucose & lipid metabolism
- ▶ Appetite Regulation
- ▶ Angiogenesis
- ▶ Coagulation
- ▶ Reproduction
- ▶ Plus several more

*Archives of Medical Science. Marisa Coelho, Teresa Oliveira, & Ruben Fernandes



Popular Alternatives For Fat Loss

L i p o s u c t i o n



Invasive Surgery



Average amount of fat
that can be removed
2-3 liters

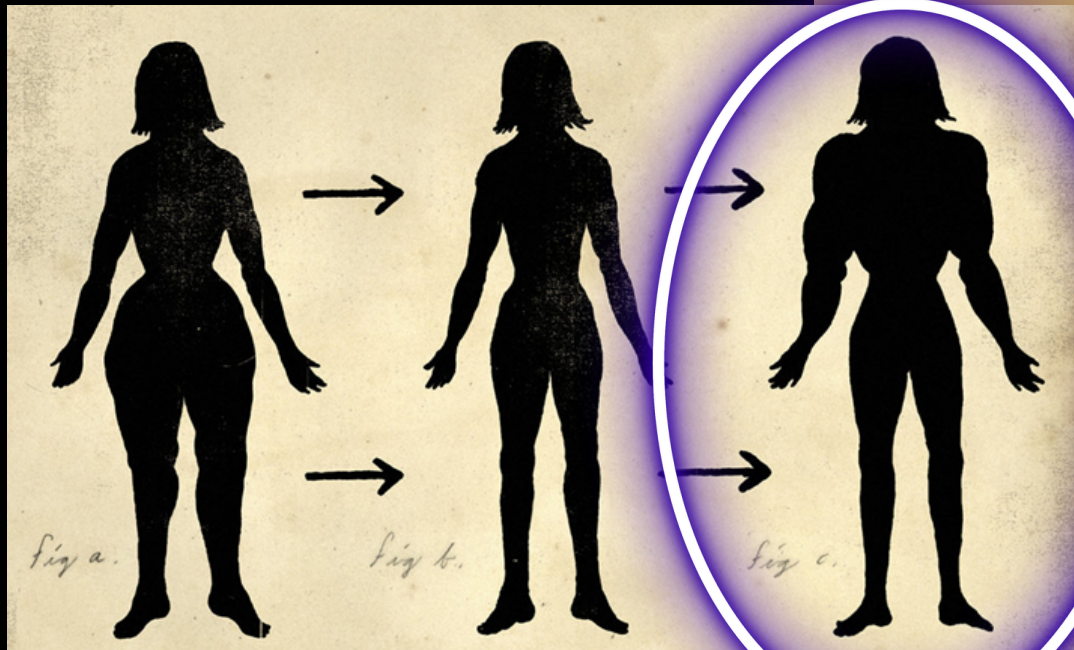
- Pain that could last weeks to months
- Swelling, bruising, soreness, & numbness in and around the treated areas.
- Scarring around the incision sites where the cannulas were inserted.
- Baggy or rippling skin.
- Permanent color changes in the skin.
- Uneven skin surface over the treated area.
- Damage to the nerves and skin.

Standard Cost
estimated at
~~\$9,200~~
Includes outer
thighs, buttocks, and
non-surgical fee

Adverse Reactions Post Liposuction



“With Liposuction, the Belly Finds What the Thighs Lose”



New York Times, 04/30/11

Dr. Teri Hernandez & Dr. Robert Eckel,
The University of Colorado

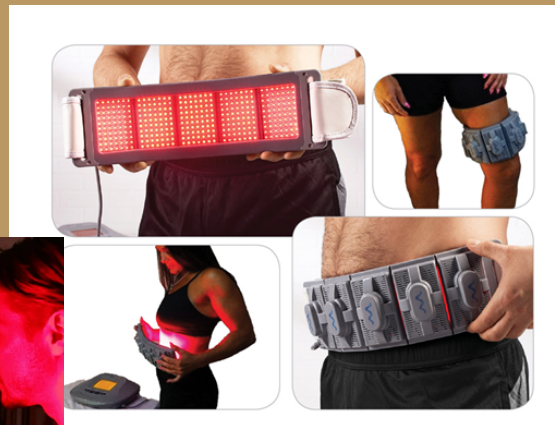
The results, published in an issue of *Obesity*, was that fat came back after it was suctioned out.

It took a year, but it all returned. But it did not reappear in the women's thighs.

Instead, Dr. Eckel said, “it was redistributed upstairs,” mostly in the upper abdomen, but also around the shoulders and triceps of the arms.


Light Emitting Diodes AKA LEDs

- ▶ Light Emitting Diodes
- ▶ Coherent vs Incoherent
 - Studies comparing LLLT vs red light therapy show laser therapy is superior
- ▶ Photothermal vs Photochemical





FDA Market Clearance

 Cryolipolysis

Painful procedure, and post treatment pain that can last 7-10 days.

After review of the information submitted in the petition FDA has determined that the Zeltiq™ Dermal Cooling Device indicated for use as a non-invasive dermatological **aesthetic treatment to affect the appearance of flanks (love handles)** can be classified in class II with the establishment of special controls. FDA believes that class II special controls provide reasonable assurance of the safety and effectiveness of the device type.

In addition to the general controls of the Act, the Zeltiq™ Dermal Cooling Device is subject to the following special controls: the guidance document entitled, "Class II Special Controls Guidance Document: Contact Cooling System for Aesthetic Use," to address the specific risks to health associated with this type device. The risks identified in the Special Controls Guidance Document: Contact Cooling System for Aesthetic Use are: **discomfort, pain, tenderness, thermal injury, systemic response to cold, electrical shock, electromagnetic interference, inflammation/foreign body response, and use error.**



Average Cost:

\$3,200

One applicator to treat one area at a time

coolsculpting Results

Clinical studies show:
3.2mm (0.12 inch) loss in 12 weeks

Pardoxical Adipose Hyperplasia (PAH) an
enlargement or overgrowth of fatty tissue



Thickness= 1.75 mm



Examples of
Paradoxical Adipose Hyperplasia (PAH)



Misbah Khan, MD

EMSCULPT neo®

- Average result of roughly 1.26" (3.2 cm) after 3 months
- Lipolysis that kills the fat cells with heat
- Only recommended for Fitzpatrick skin type I-III

The Fitzpatrick Scale

| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| TYPE I | TYPE II | TYPE III | TYPE IV | TYPE V | TYPE VI |
| Light, pale white | White, fair | Medium, white to olive | Olive, moderate brown | Brown, dark brown | Black, very dark brown to black |
| Always burns, never tans | Usually burns, tans with difficulty | Sometimes mild burn, gradually tans to olive | Rarely burns, tans with ease to a moderate brown | Very rarely burns, tans very easily | Never burns, tans very easily, deeply pigmented |

K192224

 BTL Industries

Clinical Testing

Clinical studies have been conducted to demonstrate performance, clinical efficacy and safety of the BTL-899 device for non-invasive lipolysis and circumference reduction of abdomen. The performance study has proven the device to reach and maintain effective treatment temperature.

Clinical efficacy study has proven that the therapy with the BTL-899 results in fat reduction of abdomen at the time of final therapy, and at one-month and three-month follow up.

In total, N=44 subjects were enrolled in the study. N=42 subjects received all treatments and finished the study. Of the 42 treated subjects, 29 are female and 13 are male. In terms of skin type treated, there are 5 subjects with Fitzpatrick Skin Type I, 29 with Fitzpatrick Skin Type II, 7 with Fitzpatrick Skin Type III and 1 with Fitzpatrick Skin Type IV.

Change in abdominal circumference at the last regular follow-up (3-month follow-up) visit was 3.2 ± 1.64 cm. Responder analysis showed 88.1% (74%, 96%) subjects had circumference reduction of 1.5 cm and more when compared to baseline.

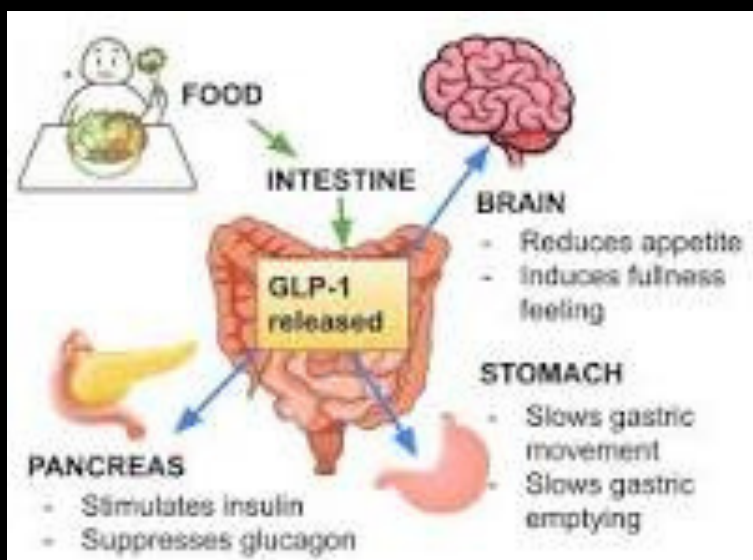
The secondary effectiveness endpoints demonstrated that the rate of correct identification of subjects' photographs was 76.19%.

Average fat reduction observed using the ultrasound images at the 3-month follow-up showed an average abdominal fat reduction of 29.8 ± 3.38 %.

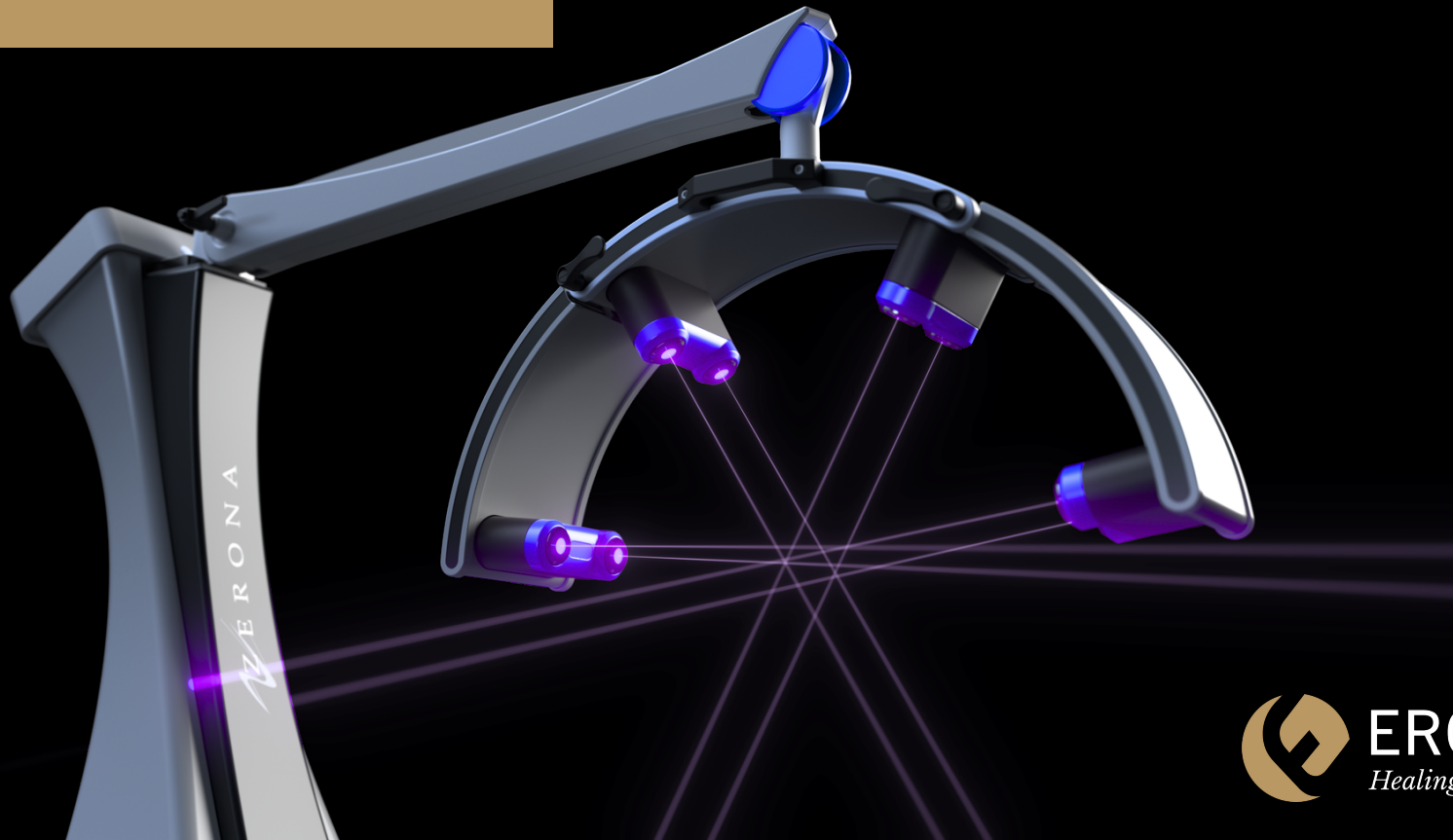
Overall satisfaction with the study treatment was reported at all three regular follow-up visits, which was not the case at the therapy visits. 92.9% of subjects reported none to minimal discomfort during the study treatment.

Throughout the study, there were no adverse events reported. Observed side effects related to the therapy were mild erythema, muscle soreness, improved body posture and back pain.

GLP Medications



Real Life Before & After Pictures





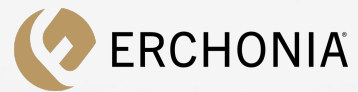
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6 treatments
At 1 session
per week for
6 weeks





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Before & Afters

9 Sessions 10 inches lost





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Before



After



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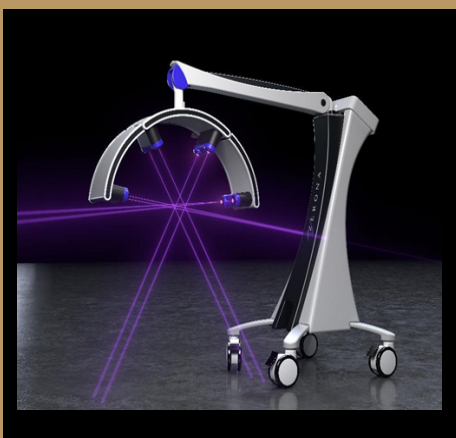
Before



After

The Zerona Procedure

①



Zerona Laser Session: 20
Minutes Total

②



Appropriate Hydration

③



Lymphatic Stimulation

④



Optimal Eating



Flexible Treatment Options Available



THANK YOU