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By Erchonia®

www.erchonia.com



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Obesity in the United States

- **Obesity in the United States** has been increasingly cited as a major health issue in recent decades. While many industrialized countries have experienced similar increases, obesity rates in the [United States](#) are among the highest in the world
- The United States has the second highest rate of obesity for large countries, exceeded only by [Mexico](#). From 13% obesity in 1962, estimates have steadily increased, reaching 19.4% in 1997, 24.5% in 2004, 26.6% in 2007, and 33.8% (adults) and 17% (children) in 2008. In 2010, the Centers for Disease Control and Prevention (CDC) reported higher numbers once more, counting 35.7% of American adults as obese, and 17% of American children.

THIS IS CLOSE TO A 300% INCREASE IN 48 YEARS

- Obesity has been cited as a contributing factor to approximately 100,000–400,000 deaths in the United States per year and has increased health care use and expenditures, costing society an estimated \$117 billion in direct (preventive, diagnostic, and treatment services related to weight) and indirect (absenteeism, loss of future earnings due to premature death) costs.



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Why is America becoming overweight?

- According to Cleveland Clinic, cultural, social, and environmental factors, among others, all affect eating behaviors in the United States. The United States cultural habits relating to food may be the most significant factor in the obesity of its people. Many of America's favorite foods, including hamburgers, french fries, and doughnuts, are high in carbohydrates content.
- These foods are relatively easy to make and many are deep fried. Adolescent children frequently demand that these foods be included in their diet. This trend reflects the fact that inexpensive, pre-packaged and high-calorie foods have become a major part of the country's diet.
- There has been an increase in obesity-related medical problems, including [type II diabetes](#), [hypertension](#), [cardiovascular disease](#), and disability. In particular, diabetes has become the seventh leading cause of death in the United States, with the [U.S. Department of Health and Human Services](#) estimating in 2008 that fifty-seven million adults aged twenty and older were [pre-diabetic](#), 23.6 million diabetic, with 90–95% of the latter being type 2-diabetic.



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WHAT ARE YOUR OPTIONS?

- Body Wraps
- Diet Pills
- Gastric Bypass Surgery, Gastric Banding or Lap Band Surgery.
- The Cookie Diet
- The Detox Diet
- The Bacon Diet
- The Juice Diet



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Liposuction

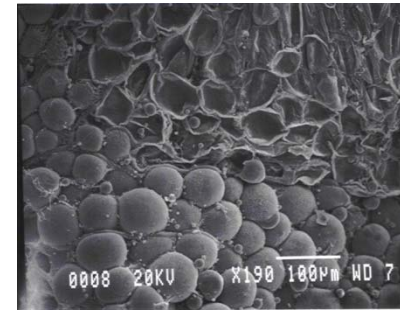


Photo after photo on [plastic surgery](#) Web sites make [liposuction](#) look easy, its results transformative. It has become the most popular plastic surgery, with more than 450,000 operations a year, each costing a few thousand dollars.

But does the fat come back? And if it does, where does it show up?



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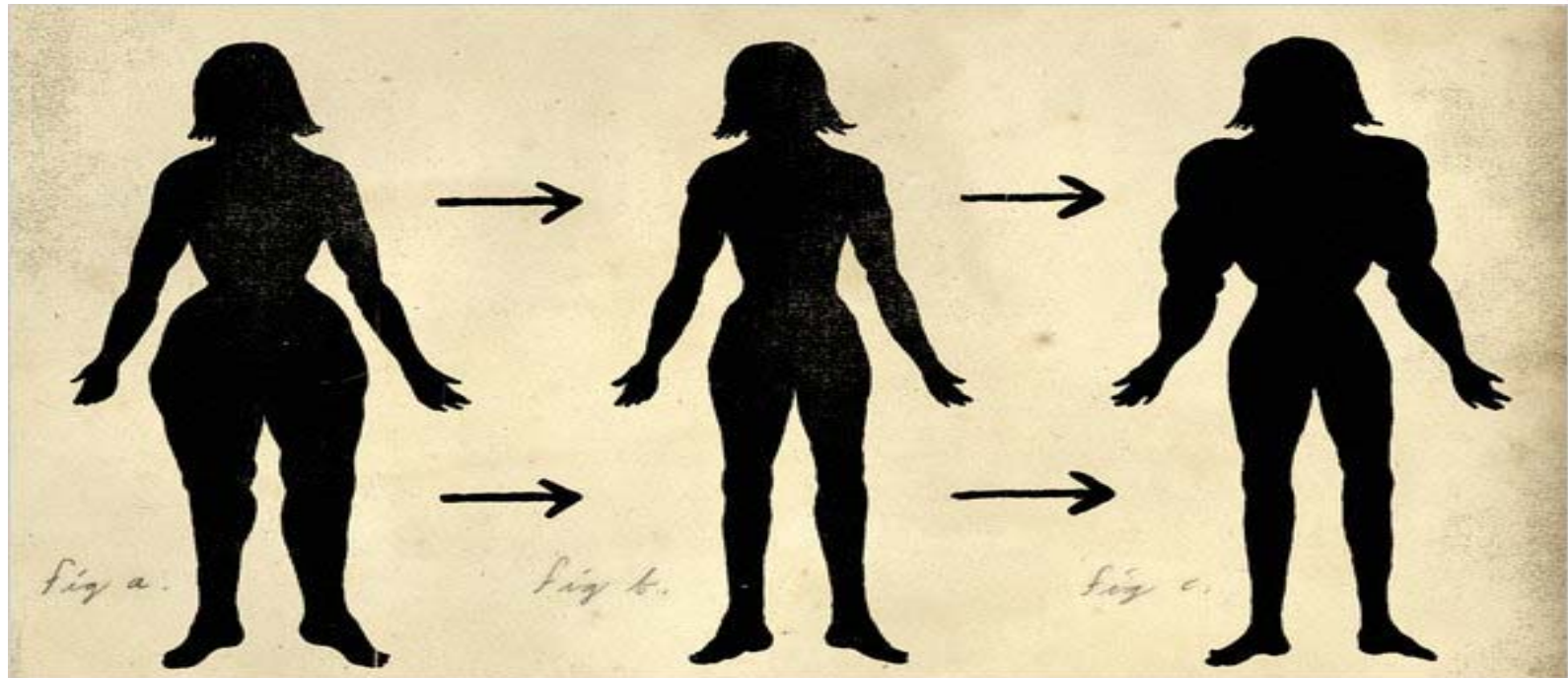
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- Until now, no one knew for sure. But [a new study](#), led by Drs. Teri L. Hernandez and Robert H. Eckel of the [University](#) of Colorado, has answered those questions.
 - **And what he found is NOT good news.**
- In the study, the researchers randomly assigned no obese women to have liposuction on their thighs and lower abdomen or to refrain from having the procedure, serving as controls. As compensation, the women who were control subjects were told that when the study was over, after they learned the results, they could get liposuction if they still wanted it. For them, the price would also be reduced from the going rate.
- The result, published in the latest 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.
- If you underwent [liposuction](#) ("liposculpting" or "lipoplasty") and are now upset with your results, then you are not alone. Unfortunately, statistics prove that approximately 40 percent of patients who have received liposuction are unhappy with their original outcome and would not choose to do it again



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PATIENT DEMANDS ARE FUELING THE NON-INVASIVE
MARKET

NON-INVASIVE PROCEDURES ARE SET TO REACH 17.5 BILLION BY 2015





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Most people not only want to be slimmer but healthier
too....

- **We have the answers you are looking for:**
- More and more people today are completely uninterested in liposuction or invasive surgeries for inch loss but definitely interested in lasting fat reduction without surgical intervention which until recently was not possible.
- People want body contouring without discomfort, risk or anesthesia....without needing to miss work or playtime AND they want results!!!!!!



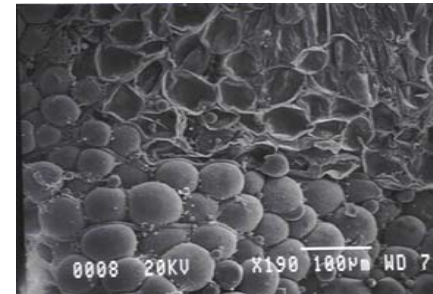
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From Photomodulation to Photoporosis :



- The 1st and only 510 (k) FDA market clearance for liposuction in September 2004. Based on research from a 700 patient pilot study and a level (1) double-blind, randomized, multi-site placebo controlled clinical trial.
- Started as an adjunctive device for liposuction
Goal was to enhance the results and reduce post-op pain, swelling and edema.



- Histology confirmed release of intracellular fat



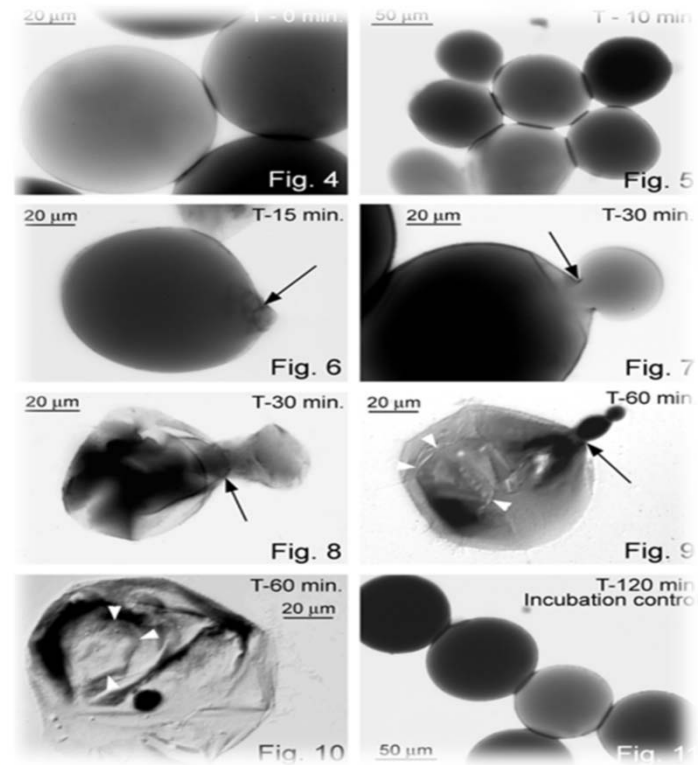
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The Effect of Photoporosis

(creation of a temporary transitory pore)

- The laser induces a transitory pore
- The pore causes TG's to seep out
- The fat cell shrinks





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- Histological surveys revealed the formation of a transitory pore subsequent to laser irradiation at 635nm.



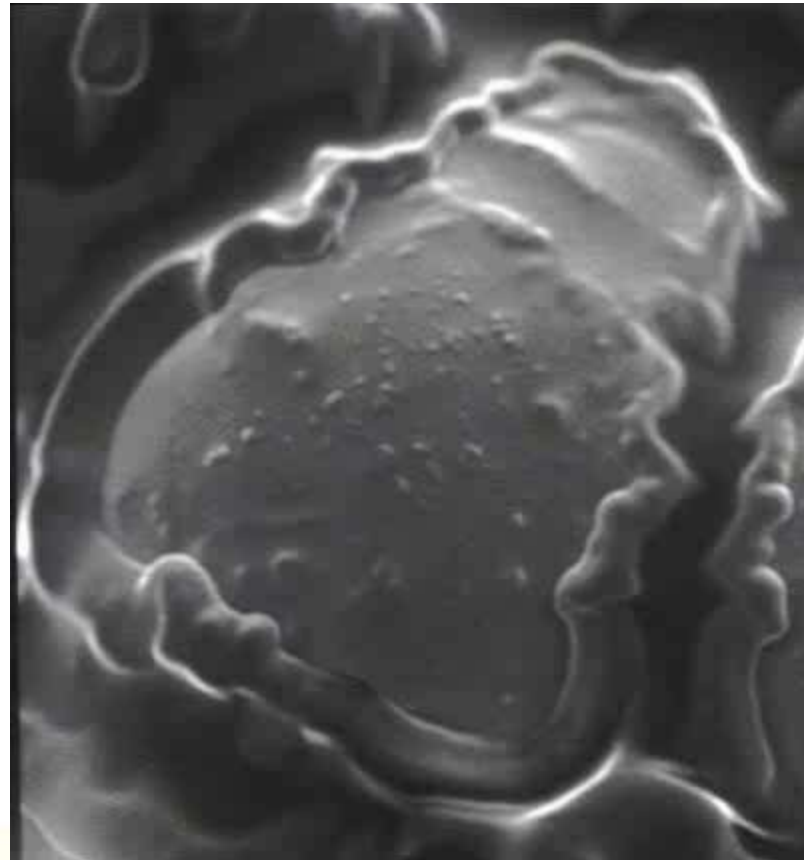
Figure 6 – TEM picture. Shows the cell membrane at 60000X magnification. After 6 minutes of laser exposure, the membrane is temporarily disrupted creating a transitory pore that allows the liquefied fat to come out of the cell and be released into the interstitial space. The fat particles released from inside the cell.



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Formation of
transitory pore
under 532 nm laser



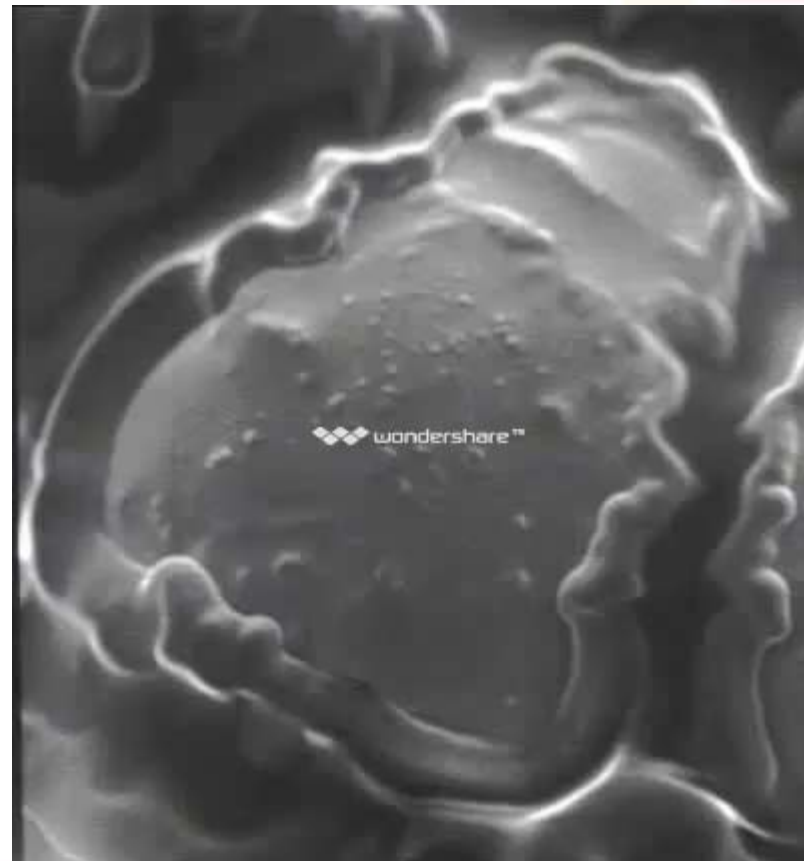


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Formation of transitory pore under 532 nm laser

**iPad, iPhone & MAC Video Version
(MP4 Video File)*

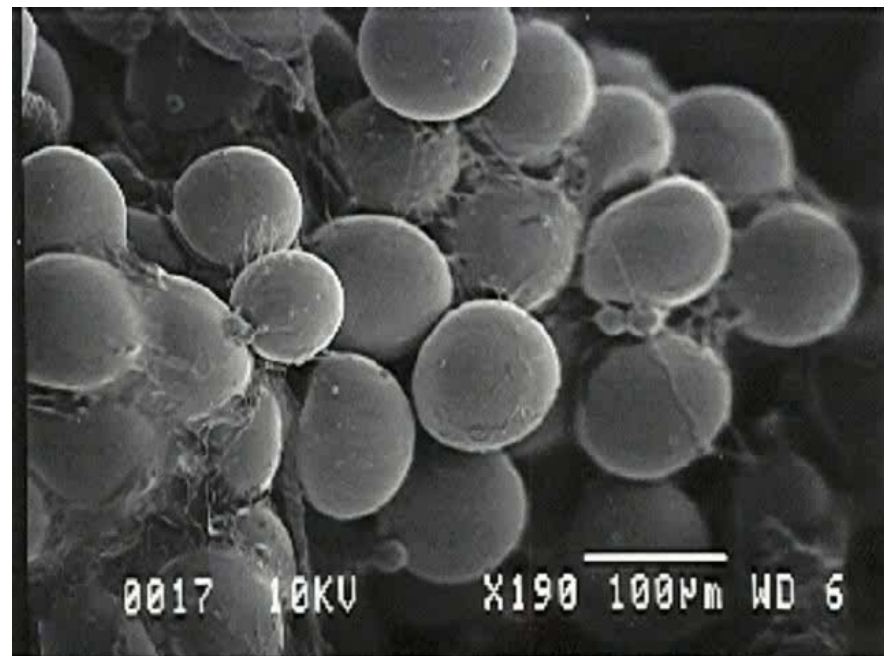




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Emulsification of a
group of adiposities
under 635 & 532nm
laser





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Emulsification of a group of adiposities under 635 & 532nm laser

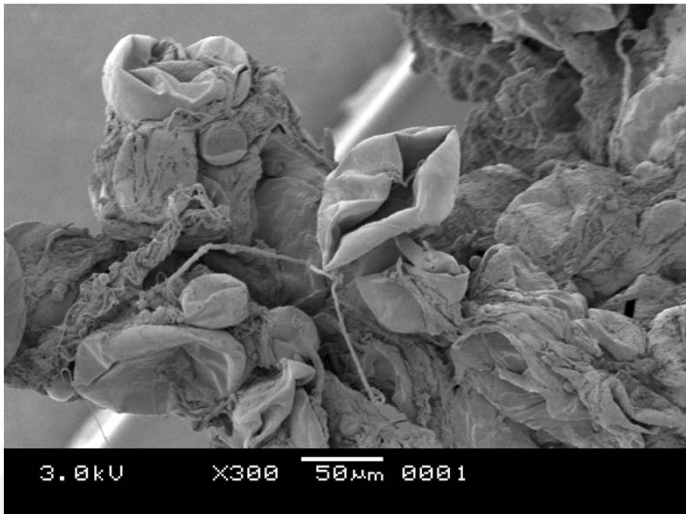
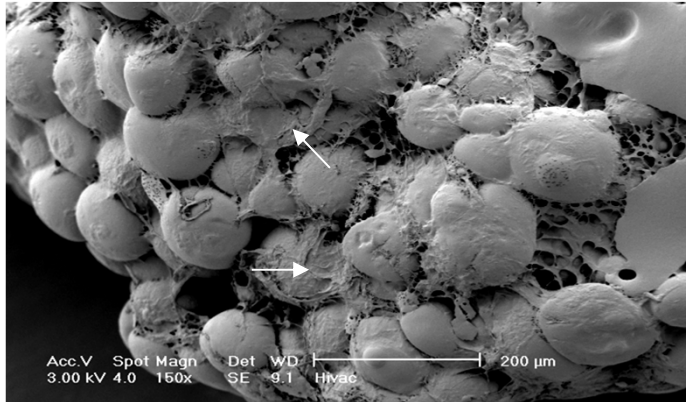
**iPad, iPhone & MAC Video Version
(MP4 Video File)*





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Stimulation of adipose panicles

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



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Published Work

- The histological work analyzing the effect of laser therapy on adipose tissue arrangements has earned numerous publications.
- The articles highlighting our extensive body of research were published in the following peer reviewed journals.





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VERJU Basics



- VERJU is a low level laser in the green spectrum of light
- VERJU is clinically proven safe
- With this laser there is no pain and no downtime
- VERJU is a body slimming device for circumference reduction of waist, hips and thighs AND cellulite reduction laser.



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PROTOCOL

- **Treatment phase**
 - Patients were treated for just two weeks
 - Three treatments per week for a total of six treatments
 - Patients were asked not to make any adjustments regarding their exercise and eating habits
 - Treatments were for 30 total minutes
 - 15 minutes anterior
 - 15 minutes posterior
 - Waist, hip, and thighs were treated simultaneously
- **Success was determined at 4.5 inches cumulatively across the waist, hip, and thighs.**



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Results!!!

- These numbers indicate what was lost in inches in just two weeks.
- Collectively, individuals lost this across their waist, hip and thighs.

	Test Group (n=35)	Placebo Group (n=32)
Mean reduction in total circumference (in.)	-4.5	-0.684



**A Double-Blind, Sham-Controlled Study
Demonstrating the Effectiveness of Low-Level
Laser Therapy
Using a 532-nm Green Diode for Contouring the
Waist, Hips, and Thighs**

**David P. Suarez, DO; Gregory C. Roche, MD,
FACS; Robert F. Jackson, MD, FACS**

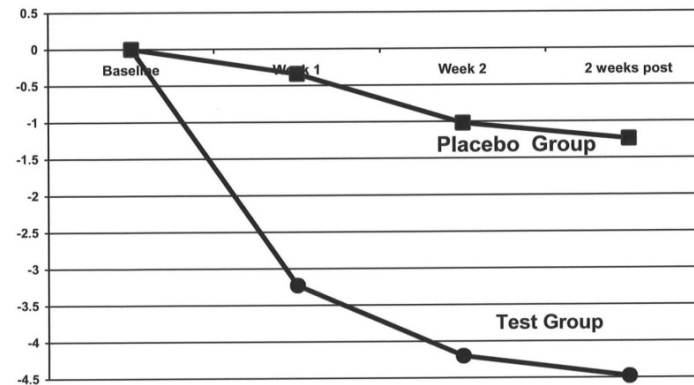
Introduction: A low-level laser therapy (LLLT) device emitting 635 nm of red light is an effective, noninvasive method of reducing the circumference of the waist, hips, thighs, and upper arms. This randomized, double-blind, sham-controlled study assessed the effectiveness of an LLLT device emitting 532 nm of green light for body contouring using the same treatment protocol as the red 635-nm LLLT device.

Materials and Methods: Enrolled subjects were 18–65 years of age with a body mass index (BMI) < 30 kg/m². The LLLT device consists of 5 independent diodes, each emitting 17 mW of green laser light with a frequency of 532 nm (Erchonia ML Scanner,



ERCHONIA GREEN DIODE BODY CONTOURING CLINICAL STUDY RESULTS

Chart 2: Change from baseline in mean total circumference measurements by subsequent measurement time point by treatment group for the per-protocol population





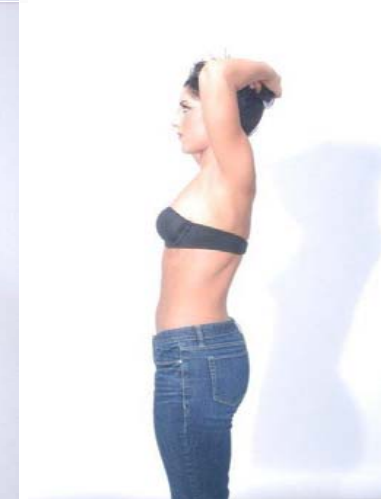
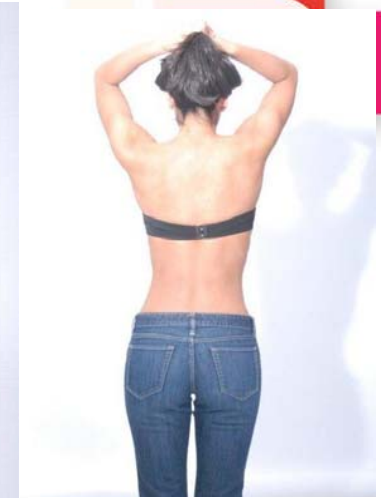
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Winner of the VERJU Model Search

Amber lost a total of 8.85 inches in 6 treatments in 2 weeks

She said she could see the results of her Verju treatment within the first week and it really motivated her to commit to a better diet and more exercise.





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Before & After

(6 treatments in 2 weeks)





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Before & After

Photo Courtesy: Dr.
Douglas Taguchi

After 6 treatments





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BEFORE & AFTER PHOTOS



Before

After



Before

After



Before

After



Before

After



Before

After



Before

After



Before

After



Before

After

Verju Non-Invasive Body Slimming





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BEFORE & AFTER PHOTOS



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



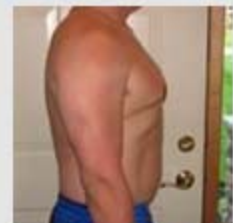
Before



After



Before



After



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Before & After

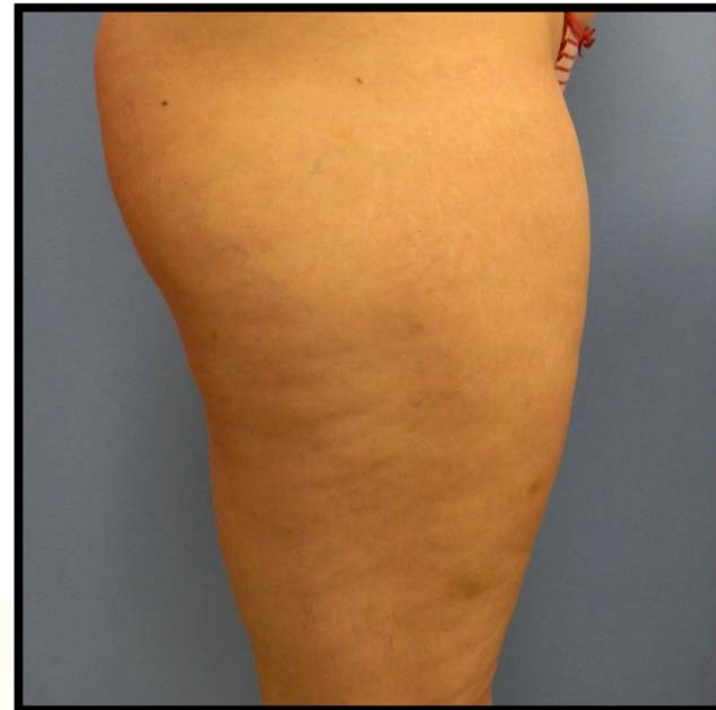




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Before & After





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Before & After





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Verju also showed positive changes with cellulite
which prompted further warranted studies



This patient's has never had lipo and no medical problems. We treated her abdomen & hips. She lost a total of 2 ¾ inches and is thrilled. You can see that in the texture of her hip area in the attached photos.

Fredric A. Stern, MD, FACS
The Stern Center for Aesthetic Surgery, Inc., PC
www.sternctr.com

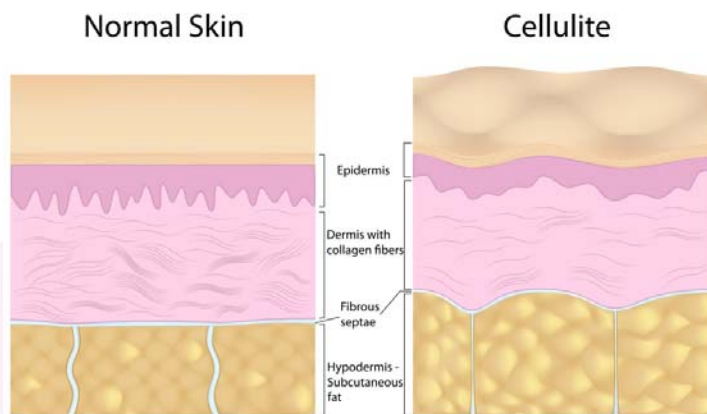


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WHAT IS CELLULITE?

Gynoid lipodystrophy, or cellulite refers to superficial pockets of trapped fat which cause the skin to have an uneven dimpling or orange peel appearance. Although rarely seen in men, it is present in 90% of post-adolescent women. Cellulite is most commonly located on the thigh, buttocks, and lower abdomen. It is unrelated to obesity which is due to an increase in the number and size of adipocytes (fat cells).





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CELLULITE IS PRESENT IN 90% OF POST-ADOLESCENT WOMEN.

Until now there has not been a proven non-invasive procedure to help with the appearance of cellulite. Erchonia's Verjú™ laser system is a proven option to help with the appearance of those pesky dimples.



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MAXIMIZE INCH LOSS POTENTIAL



Hydrate



Limit coffee and alcohol intake during the treatment program



Move for 30 minutes



Lymphatic stimulation



Nutritional Support



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Results

Actual results from Zerona™ patients across the country.....

Patient Age	Upper Abdomen	Middle Abdomen	Lower Abdomen	Pelvis and Hips	Right Thigh	Left Thigh	Right Arm	Left Arm	TOTAL INCHES LOST
22	0.00	-4.00	-1.75	-0.75	-0.50	-1.25	-0.75	-1.00	-10.00
22	0.00	0.00	-0.75	-0.50	-0.25	-0.25	-1.50	-0.50	-3.75
31	-1.50	-0.25	-0.75	0.00	-0.25	-0.25	-0.75	-0.25	-4.00
39	-2.00	-0.50	-0.25	0.00	-1.25	-1.00	-0.50	-0.50	-6.00
44	-0.25	-2.75	-1.25	-2.25	-1.75	-1.50	n/a	n/a	-9.75
46	-0.50	-1.00	-0.75	-0.25	-0.50	-0.25	-0.75	-0.75	-4.75
52	-0.75	-1.00	-1.50	-1.75	-1.25	-1.00	-0.50	-0.25	-8.00
52	0.00	0.50	-0.25	-0.75	-1.50	-1.75	-1.00	0.00	-4.75
53	-1.25	-0.50	0.00	-3.50	-1.25	-1.75	n/a	n/a	-8.25
55	-1.25	-2.25	-1.50	-0.25	-1.25	-1.00	-2.25	-1.00	-10.75
55	0.00	-0.25	0.00	0.00	0.00	-0.75	-1.25	-0.25	-4.00
57	-1.25	-1.00	0.00	-0.50	-1.25	-1.50	-1.00	-0.75	-7.25
59	-0.75	-0.25	-0.50	-0.25	-1.00	-1.00	0.00	-0.25	-4.00
60	0.00	-1.25	-0.75	-0.75	-0.75	-0.50	-0.25	-0.50	-4.75
60	-0.25	-2.50	-2.50	-0.50	-0.75	-1.00	0.00	0.00	-7.50
61	-1.50	-2.00	-1.25	-1.50	-1.00	-1.00	-1.00	-1.25	-10.50
64	0.00	0.00	-4.00	-1.50	-2.50	-0.75	n/a	n/a	-8.75
66	-1.25	0.00	0.00	-1.75	0.00	-0.50	-0.50	-0.50	-4.50
67	-2.25	0.00	0.00	-1.25	-1.50	-2.25	-1.25	-2.25	-10.75
68	-0.50	-1.75	-0.50	-0.50	-0.25	0.00	-1.25	-1.00	-5.75
70	-0.75	-0.50	-0.50	0.00	-0.75	-0.25	0.00	-0.75	-4.25
Median	-0.75	-0.50	-0.75	-0.50	-1.00	-1.00	-0.75	-0.50	-6.00
Average	-0.76	-1.01	-0.89	-0.88	-0.93	-0.93	-0.81	-0.65	-6.76



VERJU IN THE NEWS

Print Media

- Allure Magazine – August 2009
- Life and Style – August 2009
- Aesthetic Guide – July/August 2009
- Harpers Bazaar – July, September 2009, January 2010
- Marie Clair – January 2010

Television

- Dr. OZ
- CBS Early Show
- The Doctors
- Rachel Ray
- Nighttime





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VERJU IN THE NEWS MAY 2014

“When something sounds too good to be true, it usually is. But you cannot argue with results. Inches are inches, and the VERJU removes inches, more than four ½ inches on the “test” case we did for The Doctors. I have to say, I didn't believe it at first either. “

~ Dr. Drew Ordon – Lead Physician T.V. Show “The Doctors”





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HOW DO I KNOW IF I AM A GOOD CANDIDATE FOR VERJU?

- BMI (Body Mass Index) 20 - 40
- Visually see areas of fat
- Pinch more than an inch in any one area
- 10 – 40 pounds overweight
- Have a pouch, love handles, large stomach, thighs, hips, etc

If you have any of the above, VERJU is for you.



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WHY WOULD I WANT TO GET THE VERJU TREATMENT?

- Want a slimmer body
- Workout but just can't slim down and reduce areas of fat
- Want to jumpstart new healthier lifestyle program

**You Are Only Three Short
Weeks to a New YOU!**



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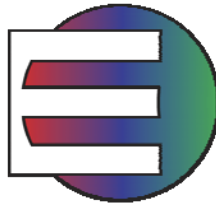
GETTING STARTED....

- 6 Treatments to a new you - \$1,800
- Grand Opening price - \$1,200
- Open House promotion - \$999
- Complete open house flyer to lock in the price tonight.



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