



Verjú[®]
By Erchonia[®]

*Non-invasive **Fat** Loss*



VERJÚ UTILIZES THE SAFEST AND MOST RESEARCHED LOW LEVEL LASERS IN THE WORLD



We proudly introduce Verjú - the first and only green laser FDA cleared! As with all great technological advancements, our pursuit to develop the most advanced non-invasive body contouring procedure stemmed from unrelenting determination and a commitment to the scientific method. Because of this, we have developed a more efficient laser device for body contouring.

Verjú offers critical advancements:

- Concurrent body contouring and appearance of cellulite treatment
- Shorter treatment times
- Greater overall inch loss
- User-independent treatment
- Convenient patient protocol

VERJÚ BY ERCHONIA: A COMMITMENT TO RESEARCH

Erchonia changed the medical community when it discovered the effects of the 635 nm laser on fat cells. With this foundation, Erchonia examined different ways to affect adipocytes and their surrounding tissue, and Verjú was born.

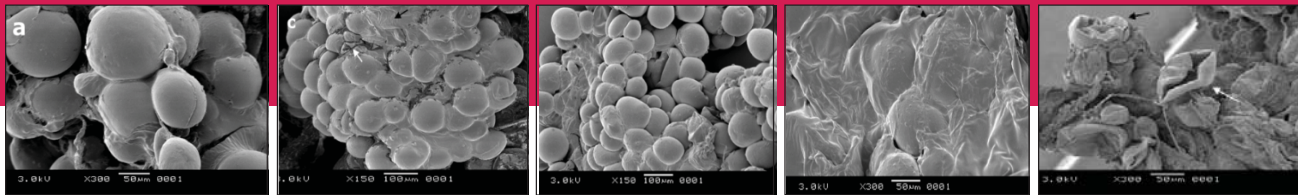
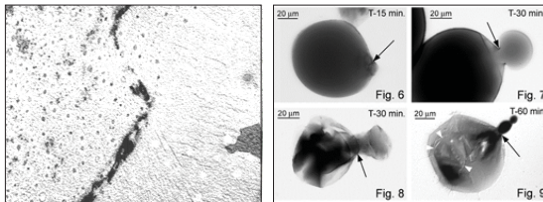
Verjú is supported by solid histological and clinical evidence, evidence that ensures your patients will undergo a proven non-invasive body contouring and appearance of cellulite treatment that is free of pain, side effects, or recovery time.

Verjú made history by becoming the first ever non-invasive procedure for circumference reduction to be granted FDA market clearance; this monumental occasion actually created a new category with the FDA called OLI-Fat Reduction Laser.

After our historic clearance, we remained steadfast in unlocking the potential benefits of LLLT by exploring subtle changes within the adipocyte function that could modulate DNA expression, protein, and hormone synthesis, ultimately affecting endocrine function and immune systems.

CELLULAR RESEARCH 1998-2003

In 1998, Erchonia, along with Dr. Rodrigo Neira, a plastic surgeon from Canada, started researching the effects the Erchonia laser had on adipocytes. In 2000, Dr. Neira presented his data at the World Congress of Liposuction. Dr. Neira's work was greeted with great skepticism. As a result, Erchonia supported three separate independent research sites from around the world to either substantiate or disprove Dr. Neira's work. All three sites duplicated the innovative work of Dr. Neira substantiating his original data. The figures below are from Dr. Neira and were published in Plastic and Reconstructive Surgery Journal in 2002.



Did you know?

Verjú does not harm the fat cell.



Erchonia recognized the potential of this application and scheduled an Investigational Device Exemption meeting with the FDA to design an appropriate clinical study. Erchonia, using the comments provided by the FDA, designed a placebo-controlled, randomized, double-blind clinical study. Additionally, subjects were required to keep a daily dietary journal, recording any departure from their normal lifestyle. If a change was documented, the subject would have been excused from the study. No diet, exercise or supplemental program was used any time during the study. After a two-week treatment administration period, a majority of subjects exceeded the FDA's success criterion of at least a 3.0 inch loss from the waist, hips and thighs. The data was published in 2009 in *Lasers in Surgery and Medicine*.



Erchonia also submitted this data to the FDA in 2008. After reviewing the data for 2 years, the FDA granted Erchonia a 510(k) (De Novo) market clearance (K082609) for circumference reduction of the waist, hips and thighs. This monumental achievement created a new category in the FDA called OLI - Fat Reduction Laser.

THE VERJÚ BY ERCHONIA- BODY CONTOURING CLINICAL TRIAL RESULTS

35 SUBJECTS RANDOMIZED TO "ACTIVE" GROUP

"Active" Group Averaged 4.0" loss in two weeks.
Twenty-two (63%) demonstrated the 3.0" reduction.

AREA	INCHES	CENTIMETERS	P VALUE
Waist	1	2.57	<0.0001
Hip	1.2	3.08	<0.01
Left Thigh	1	2.57	<0.01
Right Thigh	0.8	2.05	<0.01
TOTAL	4	10.3	<0.01

32 SUBJECTS RANDOMIZED TO "SHAM" GROUP

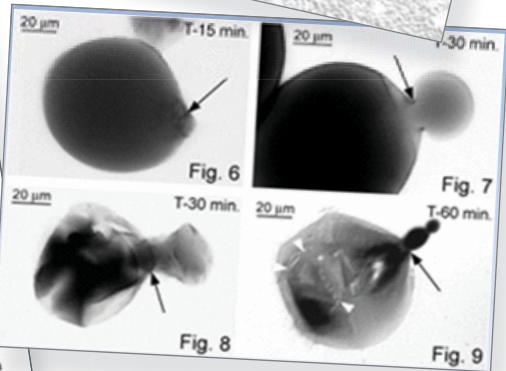
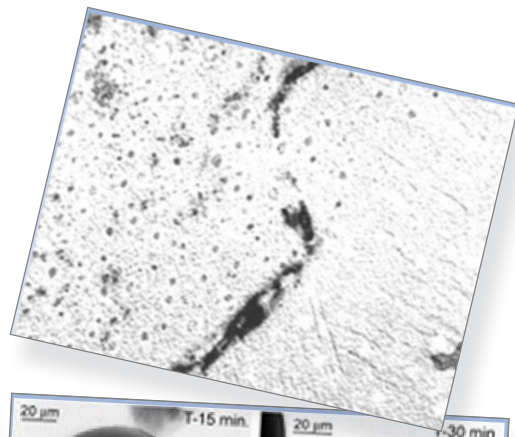
"Sham" Group Averaged 1.2" loss in two weeks.
Two subjects (6.28%) demonstrated a 3.0" reduction.

AREA	INCHES	CENTIMETERS	P VALUE
Waist	0	0	>0.05
Hip	0.5	1.3	>0.05
Left Thigh	.3	.7	>0.05
Right Thigh	.4	1.02	>0.05
TOTAL	1.2	3.02	>0.05

Between treatment groups, the difference in inch reduction was statistically significant ($p < 0.0001$).



The Verjú is a multifaceted approach to treat the appearance of cellulite and is the only device to be backed by a level (1), placebo controlled study to prove its efficacy. The Verjú is a trans-dermal laser that penetrates the skin to treat hyper trophic adipocytes while increasing dermal collagen and stabilizing the fibrotic septae collagen.

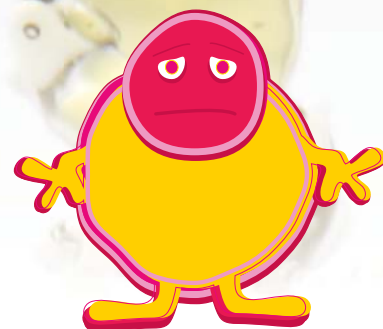


THE IMPORTANCE OF FAT CELLS!

Most of us think of our fat cells as the enemy, simply accumulating “volume” to form saddlebags, love handles, and muffin tops – basically, robbing us of our youthfulness and self-confidence. Because of this, many turn to elective procedures that focus on the elimination of fat cells – procedures like liposuction or fat-freezing techniques. However, as intuitive as this might seem, recent medical research into how fat cells actually work now tells us that this approach, in the long run, is not only ineffective, it could actually be counterproductive.

OUR FAT IS AN ORGAN!

Previously viewed as just the body’s storage depot, recent research shows fat cells are dynamic, complex and influential entities that affect an astounding number of bodily functions. As an endocrine organ, healthy lean fat is incredible and actually supports the processes that keep us lean! It helps regulate our metabolism, our immune system and produces hormones and proteins, all of which are essential to a lean healthy body. When fat cells become enlarged, this critical organ essentially malfunctions at the exact job it is meant to manage, in turn creating detrimental effects on our health leading to heart disease, diabetes, cancer and inflammatory disorders. Not to mention fatigue, joint pain and low self-esteem.



THE IMPACT OF ENLARGED FAT CELLS!

Healthy lean fat cells secrete a hormone called Adiponectin which assists the liver in processing or removing fat and toxins, and our muscles to utilize insulin and keep our blood sugar down. When fat cells become enlarged they don’t produce enough Adiponectin and thus the liver becomes less efficient, muscles cannot use glucose for energy, more fat gets stored and there is an increase in blood pressure. TNF α and IL-6 are two other hormones that in a lean body regulate the immune system, control fatty acid and cholesterol production, however, obesity can lead to a surplus resulting in high cholesterol, heart disease and insulin resistance, leading to type 2 diabetes. The bottom line - Enlarged fat cells can send our entire body into dysfunction!

HOW TO PRESS THE RESET BUTTON

How do we get off the vicious growing fat spiral? First, see your fat as an organ and not an enemy! Cutting out or killing fat cells certainly is not the answer. If you had a breathing problem you wouldn’t cut out your lung, but would attempt to get this essential organ working right.



Your fat cells are the greatest ally you have in the battle of the bulge IF you press the “reset button” and cause them to send the right message to your brain. There is the traditional method of diet and exercise, at which 80% of people will fail because of the exceptional will power it takes to overcome the cascade of hormonal forces listed above, or there is Verjú.

Understand that fat cells, like all cells of the body, communicate one to another through a series of neuro connections. Verjú causes our fat cells to release their fatty content for safe removal from the body by the lymphatic system. These fat cells now begin to act and function like healthy lean fat cells again; releasing the correct messages to your brain and, even more exciting, they begin a communication cascade throughout the fat organ causing other fat cells to react the same way, releasing their content and returning their hormone responses back to the positive! In other words, you NEED your fat cells to communicate this message to become lean.

WHY A PROCEDURE THAT KILLS FAT CELLS DOES NOT SOLVE THE PROBLEM

If you are looking only at spot reduction, you should be aware that procedures such as liposuction, or those that kill fat cells, can at best provide temporary improvement in your appearance. Statistics show that within the first year, the fat cells will regenerate or grow larger in new areas of your body, such as the arms and back, to compensate for what was taken (perhaps the fat organ’s attempt to heal itself). Fat will then start to regenerate in the treated areas within 4-5 years. The latest research shows that in fact these fat cells can multiply up to 300 billion times, shattering the previous notion that fat cells could only grow larger, but couldn’t grow new cells.

Yes, you read that right; our bodies can grow new fat cells! This is where a procedure like Verjú can make a significant difference. Verjú is a non-invasive, low-level laser therapy solution that effectively helps “reset” your fat cells to their healthy lean state. Verjú is the only green laser procedure in the world clinically proven to reduce the circumference of the waist, hips and thighs.

CLINICAL MEANINGFUL RESULTS IN AS LITTLE AS TWO WEEKS!

Erchonia's Verjú laser system is a new revolutionary device designed specifically for the treatment of cellulite and non-invasive fat loss. The Verjú utilizes Erchonia's patented line generated low level lasers to target pockets of uneven fat in the thighs, buttocks and lower abdomen.

The Erchonia Verjú laser system was proven through a double-blind, multi-site, placebo controlled study. It is the only low level laser device on the market to receive FDA market clearance for the appearance of cellulite and the only green low level laser to be FDA market cleared for non-invasive fat loss and circumference reduction.



Verjú Laser System



Verjú Massage



www.verju.com
877-699-3766



US PAT 6,013,096; US PAT 6,746,473; US PAT 8,439,927; US PAT 8,366,756; US PAT 8,348, 985; US PAT 8,097,029; US PAT 7,922,751
For additional US and International patents and patent pending information go to www.erschonia.com.