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*One More Piece of the Puzzle*



*For Wellness*

**Dr. Brimhall's Health Puzzle Piece**

**November 11, 2008**

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### **This Weeks Article...**

# **LIPO LASER**

**THE ZERONA LIPO LASER TO BE PREVIEWED/DEMONSTRATED AT - HOMECOMING - JANUARY 23-25, 09 IN MESA, ARIZONA**

We always have new and exciting things at the January Arizona Homecoming. It will kick off the 2009 WHOLE IN ONE SEMINARS where you will receive the best nutrition, the best techniques and equipment (for adjusting, laser, fascia release, brain balance, TMJ, craniosacral, nutrient testing, detoxification, ADD, ADHD, and iontophoresis), along with the best implementation to increase numbers of new patients (along with better coding and documentation, patient education, billing and collections, internal and external marketing) increasing the bottom line without increasing the overhead!

The following article outlines the potential impact of Lipo Laser on patients and clinics. Click [HERE](#) to watch a video demonstration.

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## **Clinical Study Shows Zerona Laser Reduces Fat without Surgery or Injections**

Erchonia Medical's Low Level Laser is an Effective Alternative to Surgery

**McKinney, TX** – Erchonia Medical, the United States' leading low level laser company, today announces the results of its double-blinded, placebo-controlled, clinical trial testing the effectiveness of its new Zerona laser on body contouring. The study revealed that in two weeks of trials with the laser – without surgery, diet restrictions or any other adjuncts patients lost at least 3.5 inches from their waists, hips and thighs.

The study was a randomized, multi-site, double-blinded, and placebo-controlled clinical trial involving 77 patients. The test group was treated with the Zerona Laser and the placebo group was treated with a 635 nm L.E.D. Each patient was treated six times over two weeks. Patients were instructed not to restrict their diets and to assume normal activities after each treatment.

At the end of two weeks, patients treated with the Zerona laser had a reduced body circumference of at least 3.5 inches with some patients losing as much as 9.5 inches. With a difference of almost 65 percent between the laser-treated and placebo-treated groups, the Zerona laser easily exceeded the company's expectations. Patients were followed for two weeks after the study and results were maintained without any statistically significant change.

Renowned plastic surgeon Rodrigo Neira, M.D. who participated in the study explains, "Extensive research shows that fat congregates in interstitial spaces for a certain amount of time. The Zerona laser stimulates the body to rid itself of that excess fat using the body's normal processes. We were amazed with the results after using the laser on patients over a period of just two weeks." Based on the results of the study, Erchonia has submitted its findings to the FDA to obtain market clearance. Erchonia lasers have already achieved FDA market clearance for liposuction in 2004, acne in 2005, chronic pain in 2001, and just recently for breast augmentation in April 2008.

Charlie Shanks, VP of Erchonia Medical, is greatly encouraged by the results. "We believe Zerona is the future of body contouring without surgery. We expect the laser to be given FDA market clearance (510k) sometime in the fall of 2008 and to publish this study in 2009."

In contrast to high-power, high-heat lasers that are used in various surgical procedures, the new Zerona laser 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 then removed naturally by the body without the negative side effects and downtime associated with more invasive procedures such as liposuction.

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This article is just some of the first research on the new laser for your review. I know everyone will be lining up to try this laser out at Homecoming. Below are some of the details the doctors have reported that are using the unit.

What is the charge? \$4500 for 6 sessions and you do 6 sessions in 2 weeks.

How quickly do you see results? 1 to 3 weeks

You do 20 min. front 20 min. back at each session

They have been doing clinical studies for the past year and a half

The FDA approval is 6 months out

The patient on average have been losing 1 to 9 inches

We will continue to keep you updated on new and exciting things to be covered at Homecoming and throughout 2009.

Yours in Health, Wealth and Happiness,  
John W Brimhall, DC and the Wellness Team

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Base Station™	\$25,900	\$22,900
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PL 5000	\$12,900	\$11,900 2008 Model
PL 5000	\$12,900	\$10,900 2007 Model
PL 3000	\$6,995	\$5500
EBPro™	\$2995	\$2500
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