

Discover the Best in Non-Invasive Body Contouring

# VelaShape® III

MEDIA GUIDE

## Tips for New Moms

Get Your Figure Back Fast

*the experts speak!*

Top Physicians Talk Body Shaping

*stop saying what if!*

Shrink Those Trouble Spots Now

A Real Housewife Gets Real

Ramona Singer Shares Her Beauty Secrets

Feel More Comfortable in This Season's Fashions

find your *fit*

A SLEEK PHYSIQUE IN JUST

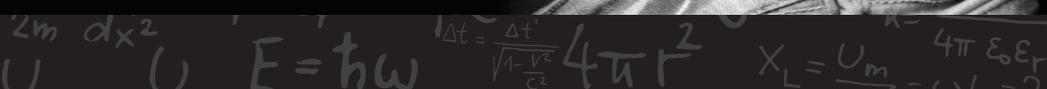
**28** days

Comfortably

Easily

Quickly

Safely



# WHAT IF the FITTING ROOM was where EVERYTHING FIT?

## Treat yourself to a *sexier figure!*

It's estimated that anywhere from 85% to 98% of women over the age of 16 have cellulite. VelaShape is the non-surgical alternative that has been clinically proven to temporarily reduce the appearance of cellulite while smoothing and shaping the areas that diet and exercise can't quite fix.

With over 10,000 procedures performed every day across the globe, you can bet that there's a lot of talk about VelaShape. Take a look at what people are saying about this amazing cellulite and circumference treatment, which remains the most trusted technology for non-surgical body shaping.

VelaShape is the global leader in body shaping:

over **40** clinical studies to support VelaShape technology

over **4.5** million procedures performed

over **8,000** devices installed worldwide

over **10,000** procedures performed daily

Syneron Candela's vast experience and research in producing effective body contouring devices has contributed to the outstanding success of the VelaShape III.

over **500,000,000** people have heard about or seen VelaShape systems

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Lose one whole dress size and reduce the appearance of cellulite!

Talk to your treatment provider about VelaShape, a comfortable body shaping procedure that delivers results quickly, safely and effectively! The VelaShape combination of energies delivers results without discomfort. And with unparalleled effectiveness and no downtime, you'll get the perfect fit—fast.

VelaShape®  
Non-Invasive Body Contouring



Post 1 treatment | R. Amir, M.D.





**Health**

“Zap excess pockets of fat” with VelaShape III, which “improves the look of cellulite and improves jiggy bulges.”



**Allure**

Looking for a non-invasive alternative to liposuction? The experts at Allure point to VelaShape, which is FDA-cleared to reduce circumference.



**Cosmopolitan**

Think of your fat cells like grapes—VelaShape shrinks them like raisins! A combination of energies makes the fat cells more porous, so fatty acids are released into the bloodstream and are metabolized away.



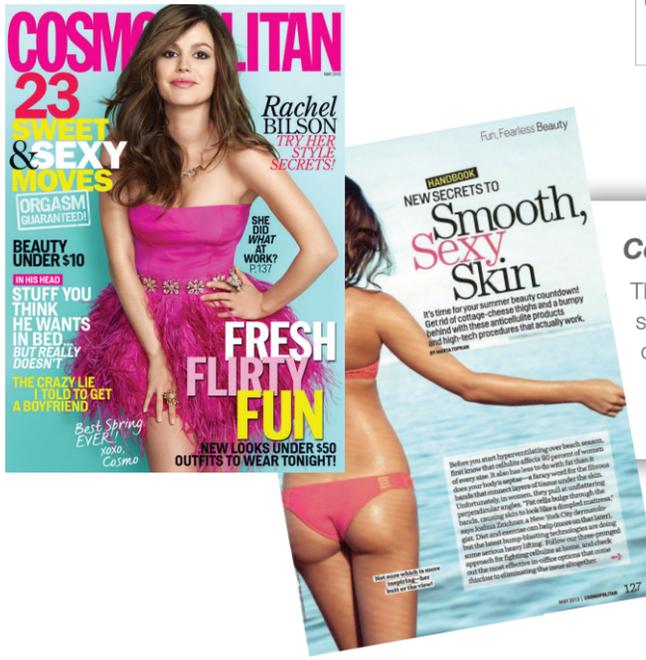
**New Beauty**

The appearance of cellulite can be softened and improved, according to Dr. Bradley Calobrace. VelaShape treatments are spotlighted as an effective way to accomplish this!



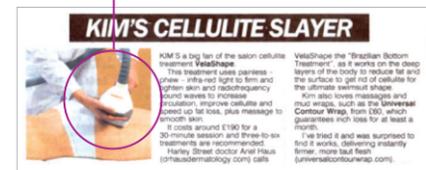
**U.S. Weekly**

New York Housewife Ramona Singer says that a VelaShape treatment every summer is one of the ways she maintains her look without surgery.



**The Sun**

What helps Kim Kardashian keep her shape? According to the UK-based Sun, Kim remains a fan of VelaShape. In fact, she first blogged about it back in 2008 (see page 9)!



**New Beauty**

Wondering about mesotherapy? According to Dr. Sanjay Grover, this often painful and disfiguring treatment has been almost completely replaced with safe, effective VelaShape treatments.



**BLUR STRETCH MARKS**

Motherhood brings many joys but also unwanted changes, like stretch marks, which I obtained during my pregnancy. Four years post-delivery they still bothered me (yes, I subjected myself to every cream and potion out there) so I opted to have a series of VelaShape treatments, which, by tightening up the skin, would help fade them. Using heat, suction and massage, the first few sessions were uncomfortable but toward the end, it felt like nothing. Now, my stretch marks are faintly visible and the skin on my lower stomach is tighter too—talk about a two-for-one beauty benefit!

Executive Beauty Editor Elise Minton tried VelaShape treatments and found that they reduced the appearance of her post-baby stretch marks!

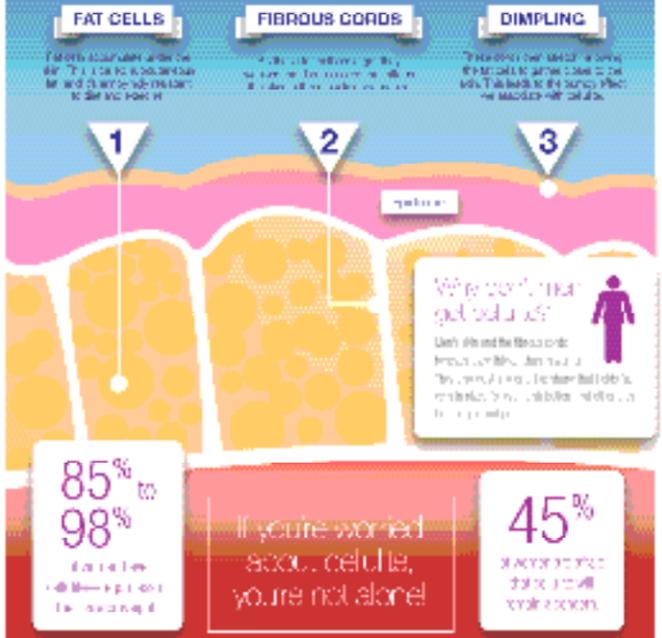
**Chicago Parent**

According to the author, VelaShape is not only “the pioneer in non-invasive body shaping and cellulite reduction,” but it’s also “painless and fast-acting.”

# What Causes Cellulite?

Many women can experience the appearance of cellulite, from genetics and hormones to diet and exercise.

No matter what the cause, here's what's happening in your body:



# We've tried lots of ways to get rid of cellulite.

Cellulite first appeared in the 1950s as the cosmetic industry helped changed skin care products to be more like a number of ways to get rid of cellulite.

**EXERCISE & MASSAGE**  
1950-1960s  
1970-1980s

Exercise and massage were thought to help cellulite by burning fat and improving circulation. Some people used rollers and rollers.

**CREAMS, LOTIONS & POTIONS**  
1960-1970s  
1980-1990s

Many products were developed to help cellulite. Some were thought to help by breaking down fat cells or improving circulation.

**MINIMALLY INVASIVE CELLULITE TREATMENTS**  
1990s-2000s

These treatments were thought to help cellulite by breaking down fat cells or improving circulation.

**LIPOSUCTION**  
1970s-1980s  
1990s-2000s

Liposuction was thought to help cellulite by removing fat cells. Some people used liposuction to help cellulite.

# VelaShape Gets Results!

Here's how it works:



# VelaShape is the Proven, Non-Invasive Body-Shaping Solution

**FAST**

Results are visible in as little as 2 weeks. No downtime. No anesthesia. No surgery. No pain. No needles. No downtime. No anesthesia. No surgery. No pain. No needles.

**SAFE**

Approved by the FDA. No downtime. No anesthesia. No surgery. No pain. No needles. No downtime. No anesthesia. No surgery. No pain. No needles.

**COMFORTABLE**

No downtime. No anesthesia. No surgery. No pain. No needles. No downtime. No anesthesia. No surgery. No pain. No needles.

**EFFECTIVE**

Results are visible in as little as 2 weeks. No downtime. No anesthesia. No surgery. No pain. No needles. No downtime. No anesthesia. No surgery. No pain. No needles.

See how you can achieve the appearance of a flat stomach, get a better fit.



### RealSelf.com

Dermatologist Todd Becker discusses the benefits of VelaShape. According to Dr. Becker, "it's really changed the idea that you need surgery to contour the body."



### ColoradosBest.tv

No matter how much we diet or exercise, problem areas can remain. Colorado's Best calls VelaShape "cutting-edge technology" that helps you "contour your body" and "tighten your skin."

Ever wonder what causes cellulite?  
*open here*  
to find out!

### totalbeauty.com

"No downtime required," says beauty writer Erica Smith, making VelaShape a quickie tip for treating cellulite and loose skin.



### beverley mitchell @beverleymitchel

Love my @VelaBabe treatment with Dr. Shieh @DrMcBeauty. Getting tight and toned for my trip to the #Caribbean!



### Lacey Chabert @lamLaceyChabert

Just finished my first set w/ @DrMcBeauty of @VelaShape treatments. Loved it! So glad I finally tried it. #bikininotsosary



### Tatyana Ali @OfficialTatyana

Thanks so much @DrMcBeauty. You guys are fantastic! I almost fell asleep during my VelaShape session. So relaxing! And I'm losing! @VelaBabe



### Brandi Glanville @BrandiGlanville

Wanted 2 say thank u 2 @VelaShape & @WestsideMedSpa 4 helping me get tight & toned for bikini season! #poochbegone

# VelaShape® *online*



All across the web, medical and beauty experts are giving their readers and viewers some compelling reasons to link up with the cellulite and circumferential reduction of VelaShape.

## Parade

### parade.com

Parade calls VelaShape one of the high-tech professional treatments to help "start your way to looking and feeling fab."



### DailyMakeover.com

Dr. Paul Flashner points to VelaShape treatments as FDA-cleared to reduce cellulite and circumference, as well as improve circulation.



### Ashley Jones @AshleyAJones

Just talking about @VelaBabe with a friend. Love it. It feels like a massage. @WestsideMedSpa



### amy davidson @AmyDavidson

Getting ready for summer!! Ran stairs then did @VelaShape at @WestsideMedSpa #feelinggood!



### Christina Milian @CMilianOfficial

Going 2 see @DR\_90210 to do my 1st VelaShape treatment. Body after baby needs a lil' help 2 smooth out these thighs!



### Haylie Duff @HaylieK

@drmcbeauty getting me ready for a vacay with @velaBabe xo

## HIGH FASHION MAGAZINE

### HighFashionMagazine.com

VelaShape III treatments can help you "tackle 'cottage cheese' [and] leave you feeling confident."

### RealSelf.com

Dr. Jason Emer of Beverly Hills discusses both the effectiveness of VelaShape III and the safety. "When it's done right," he says, "the risk is almost nothing."



### RealSelf



### kimkardashian.celebbuzz.com

When reality TV star Kim Kardashian needed to get into peak shape, she not only hit the gym, she also got a VelaShape treatment! For years, Kim has been talking—and blogging—about the procedure and how it helped her treat her cellulite.

**CBS Chicago  
"New Beauty  
Products for  
2014"**

Meredith Sinclair of Chicago Parent stops by to talk about the latest beauty trends for the new year, including VelaShape III.



**ABC Action News Fresno  
"Health Watch"**

Even marathon runners can have trouble getting rid of cellulite. This news segment tells one woman's story—and how VelaShape has helped.



**E! News  
"Cellulite Busters"**

The program highlights Kim Kardashian's experiences with VelaShape.



**The Early Show  
"Red Carpet Ready"**

Dr. Anthony Youn gives advice on how to look like a star, demonstrating VelaShape live on TV.



**Rachael Ray  
"Post-Baby  
Body"**

An aerobics instructor who's recently had a baby undergoes a VelaShape treatment with great results.

# VelaShape® on the air

With no downtime, no discomfort and proven results, it's no surprise that VelaShape is making the news—and attracting the attention of some of TV's most popular programs.



**Access Hollywood  
"Dish of Salt"**

Dr. Sanjay Grover performs a VelaShape treatment on *Real Housewives* star Gretchen Rossi.



**The Doctors  
"Best Treatment  
for Legs"**

Dr. Glynis Ablon demonstrates VelaShape as a way to "bust fat and cellulite" with reduction of 1 to 3 inches possible.

**Good Morning  
America  
"Summer Legs"**

Dr. Cameron Rokhsar states that VelaShape is "effective for temporary treatment" offering potential "improvement for six months to a year."



**Balancing Act  
"Health and Wellness Makeover"**

The popular Lifetime series presents a woman who uses VelaShape to tighten her belly before her wedding day.



**Dr. Phil  
"Robin's  
Makeovers"**

VelaShape is presented as a "30 Days to Thinner Thighs" treatment.



**The Dr. Oz Show  
"7 Days to Turn Your Health Around"**

Dr. Lori Brightman and Dr. Oz present the science behind VelaShape as well as live demonstrations and before and after results.

# *mom's speak out!*

A look at how women view their bodies post-pregnancy\*:

69% of women describe themselves as unhappy with their body after giving birth

the stomach is one area that most women (77.2%) say they cannot seem to get back in shape

more than half (57%) of women surveyed say they think about their body shape daily

women report gaining an average of 31 pounds during pregnancy

“ It's easy for new moms to become overwhelmed. All too often, as we try so hard to fit the mold of 'good parent' or 'perfect mom,' it becomes easy to lose ourselves in the process. Our physical appearance is usually the first to go. But the truth is you are not the best mom unless you are the best YOU! Maintaining your health and style are extremely important, and a beautiful body after baby is an attainable goal. ”



— Jessica Denay  
Author of  
*The Busy Mom's Guide  
to a Beautiful Body*

\* Based on a survey of 500 women commissioned by VelaShape and conducted by M/A/R/C Research, 2008.

## Want Your Pre-Baby Body Back?

### VelaShape® Can Help!

The arrival of a new baby brings countless changes to your life—and your body. The proven cellulite and circumference reduction of VelaShape can help you get back to your pre-baby shape in as few as three sessions.



Before Post 3 treatments  
Photo courtesy of Laser & Skin Surgery Center of New York

Patients report circumferential reduction from 0.8 to 3.9 inches!\*\*

\*\* Results of a clinical trial conducted by Marc Winter, M.D. and Yoni Iger, Ph.D.



millions of women agree  
they'd like to touch up their look!\*

Only 8% of American women are very satisfied with their current appearance.

81% admit they're concerned about maintaining their body shape

70% worry about developing a tummy bulge

55% fear that muffin tops are on the horizon

45% are afraid cellulite will remain a concern



And today's fashions accentuate women's figures, making body shaping an even more attractive option!

“The Little Black Dress is timeless, and its appeal extends across all generations. Today's Little Black Dress is cut shorter and it's figure-flattering, which is why VelaShape is so relevant today. It helps make timeless perfect!”

– Rickie Freeman, Founder of Teri Jon



Vela

The Little Black Dress  
Make Timeless Perfect

Sleek lines. Effortless elegance. The Little Black Dress is the modern representation of classic styling. VelaShape helps you make that timeless sophistication all your own by reducing the appearance of cellulite and shrinking circumference† in those areas that diet and exercise might not reach. Make your Little Black Dress your Little Vela Dress, and make your timeless look perfect.

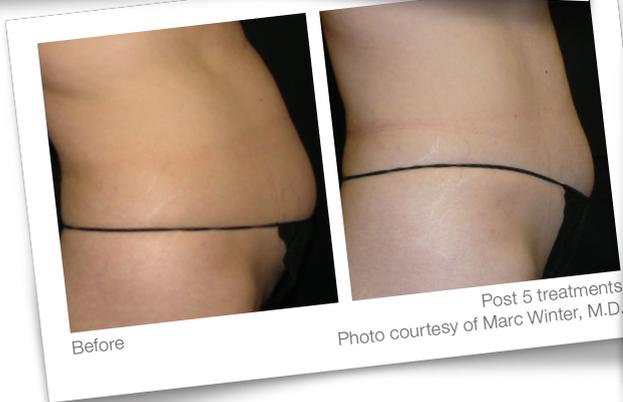
VelaShape®  
Non-Invasive Body Contouring

[www.velashape.com](http://www.velashape.com)

\* Survey of 1,045 women 25 and over commissioned by Syneron Medical, Ltd. and conducted by Kelton, 2012.

# VelaShape<sup>®</sup>

## *clinical results*



† The VelaShape III system is FDA-cleared for temporary reduction in the appearance of cellulite and temporary reduction of thigh and abdominal circumference.  
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