

Discover the Best in Non-Invasive Body Contouring

# VelaShape® III

MEDIA GUIDE

## Tips for New Moms

Get Your Figure Back Fast

*stop  
saying*  
**what if!**

Shrink Those  
Trouble Spots Now

Feel More  
Comfortable in  
This Season's  
Fashions

A SLEEK  
PHYSIQUE  
IN JUST

**28** days

*the  
experts  
speak!*

Top Physicians  
Talk Body Shaping

A Real  
Housewife  
Gets Real

Ramona Singer Shares  
Her Beauty Secrets

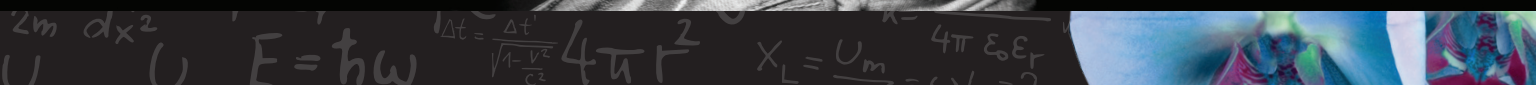
find your *fit*

Comfortably

Easily

Quickly

Safely





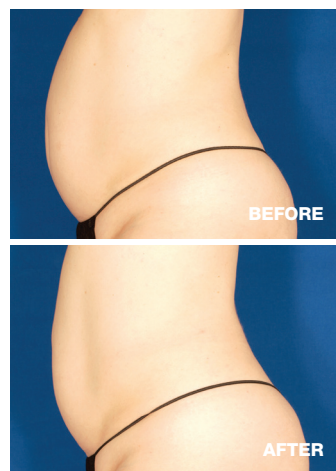
WHAT IF  
the  
FITTING ROOM  
was where  
EVERYTHING FIT?

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.

## 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<sup>†</sup> 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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## Vogue

A contributor describes her first-hand experiences with VelaShape, noting that she has experienced a “2.5 cm reduction of [her] waist, thighs and lower back” and that she’s feeling “taut in [her] new jeans.”



## O Magazine

Oprah Winfrey's signature magazine refers to VelaShape as one of “the most promising” systems for the temporary reduction in cellulite.



## Allure

Dr. Neil Sadick, clinical professor of dermatology at Weill Cornell Medical College in New York City, calls VelaShape technology the “gold standard of non-invasive treatments due to the relative abundance of peer-reviewed clinical studies.”

## Shape

In the article “Look Better Naked,” *Shape* contributor Carly Cardellino refers to cellulite as a “Confidence Killer”—but VelaShape offers a safe and effective solution. According to Dr. Jamé Heskett, VelaShape “addresses all the causes of cellulite,” using infrared light and radio frequency to heat the skin. This breaks up fat cells and stimulates the production of collagen. “At the same time,” Cardellino writes, “mechanical rollers and vacuum suction deliver a deep-tissue massage that boosts circulation and drains fluid.” The *Shape* article also

points out that the treatments are fast and painless, making them an ideal body shaping option!



## New methods: How stars cheat

**Mesotherapy** Dr. Bissoon introduced this \$750-per-session fat-melting process in the U.S. It involves injecting a fat-shrinking, circulation-increasing cocktail into the skin. (Up to 15 sessions may be needed.)

**Endermologie** Over the course of seven to 12 sessions (at up to \$100 each), a massage machine kneads the skin and breaks down fatty deposits under it. (Each session lasts roughly 35 minutes.)

**Accent** Dermatologist Dr. David Goldberg uses radio waves to break down cellulite and tighten skin for up to two years. (At least six sessions, at up to \$1,000 each, are required.)

**VelaShape** The combination of a heating-and-massage system reduces fat cells, smooths skin and reshapes legs. (Four treatments, at up to \$400 each, are advised.)



## New Beauty

An overview of new aesthetic treatments notes that VelaShape feels “sort of like a deep tissue massage but with more heat” and points out the lack of downtime involved.



## Men's Fitness

The benefits of VelaShape for men are discussed in an article titled “When Dieting Doesn’t Work.”



## Harpers Bazaar

Dr. Jon Turk notes that with VelaShape treatments, “cellulite will be temporarily improved for three to six months.”



## InTouch Weekly

Cellulite can affect women regardless of their age or weight, according to Dr. Lisa Zdinak. VelaShape, the article announces, helps “combat cellulite and smooth away ... trouble spots.”





## Health

“Zap excess pockets of fat” with VelaShape III, which “improves the look of cellulite and improves jiggly 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)!



## 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.”



## 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!



## 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:

### FAT CELLS

Fat cells expand when they fill up. The cells expand because fat and cholesterol tend to build up over time.

### FIBROUS CORDS

Fibrous cords connect skin to muscle. The cords pull down on the skin, making it look dimpled.

### DIMPLING

The cords pull down on the skin, making it look dimpled. This leads to the bumpy appearance of cellulite.

1

2

3

Why don't men get cellulite?

Men don't have fibrous cords. Instead, they have a layer of fat. This layer of fat is thicker and more uniform, so it doesn't pull down on the skin.

85% to 98% of women have cellulite.

It's a normal part of being a woman.

If you're worried about cellulite, you're not alone!

45%

of women use VelaShape to improve the appearance of cellulite.

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

Cellulite first appeared in the 1950s as the cosmetic industry changed. Since then, people have tried to get rid of cellulite in many ways:



WE'VE TRIED EXERCISE & MASSAGE

### EXERCISE & MASSAGE

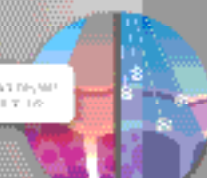
Exercise and massage can help improve circulation and reduce the appearance of cellulite. However, they don't remove the fibrous cords that cause cellulite.



WE'VE TRIED CREAMS, LOTIONS & POTIONS

### CREAMS, LOTIONS & POTIONS

These products can help improve the appearance of cellulite. However, they don't remove the fibrous cords that cause cellulite.



WE'VE TRIED MINIMALLY INVASIVE CELLULITE TREATMENTS

### MINIMALLY INVASIVE CELLULITE TREATMENTS

These treatments can help improve the appearance of cellulite. However, they don't remove the fibrous cords that cause cellulite.



WE'VE TRIED LIPOSUCTION

### LIPOSUCTION

Liposuction can help improve the appearance of cellulite. However, it doesn't remove the fibrous cords that cause cellulite.

## VelaShape Gets Results!

Here's how it works:



The only non-invasive treatment FDA-cleared for cellulite.

Free up to one whole dress size.

VELASHAPE ROLLER  
CHILLS FAT CELLS,  
MAKES THEM MORE  
EASY TO REMOVE  
WITH LIPOSUCTION

WARM ROLLER  
STIMULATES COLLAGEN  
PRODUCTION, IMPROVING  
SKIN TONE

VELASHAPE ROLLER  
CHILLS FAT CELLS,  
MAKES THEM MORE  
EASY TO REMOVE  
WITH LIPOSUCTION

FREE UP TO ONE WHOLE  
DRESS SIZE. IMPROVING  
SKIN TONE. CHILLS FAT CELLS,  
MAKES THEM MORE  
EASY TO REMOVE  
WITH LIPOSUCTION

There's nothing like the feeling of wearing your favorite dress again.

It's what a whole new you feels like.

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



FAST

Non-invasive treatment that can be done in 30 minutes. No downtime. No anesthesia. No surgery.



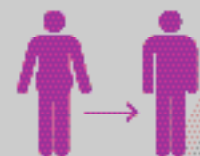
SAFE

As approved by the FDA, VelaShape is a safe, non-invasive treatment for cellulite.



COMFORTABLE

Non-invasive treatment that can be done in 30 minutes. No downtime. No anesthesia. No surgery.



EFFECTIVE

Non-invasive treatment that can be done in 30 minutes. No downtime. No anesthesia. No surgery.

See how VelaShape can improve the appearance of cellulite. Visit [www.velashape.com](http://www.velashape.com) for more information.





#### 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."



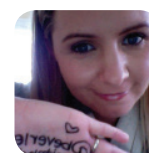
#### ColoradosBest.tv

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."

DAILY  
MAKEOVER

#### DailyMakeover.com

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

# VelaShape® *goes social*

When it comes to VelaShape, the celebrities are talking—and blogging and tweeting!



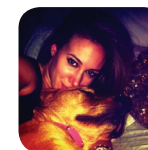
**Ashley Jones** @AshleyAJones  
Just talking about @VelaBabe with a friend. Love it. It feels like a massage. @WestsideMedSpa



**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!



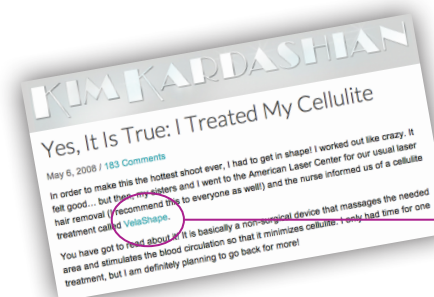
**Haylie Duff** @HaylieK  
@drmcbeauty getting me ready for a vacay with @velaBabe xo



#### 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.

HIGH FASHION  
MAGAZINE

#### HighFashionMagazine.com

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



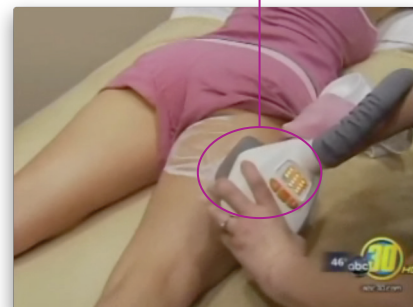
**CBS Chicago  
“New Beauty  
Products for  
2014”**

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.



**Access Hollywood  
“Dish of Salt”**

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



**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.



**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.



**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.



**Dr. Phil  
“Robin’s  
Makeovers”**

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

# 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.



# *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.”

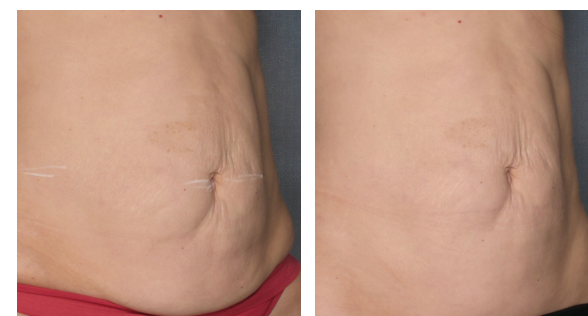


— Jessica Denay  
Author of  
*The Busy Mom's Guide  
to a Beautiful Body*

## 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! \*\*

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

\*\* 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<sup>†</sup> 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

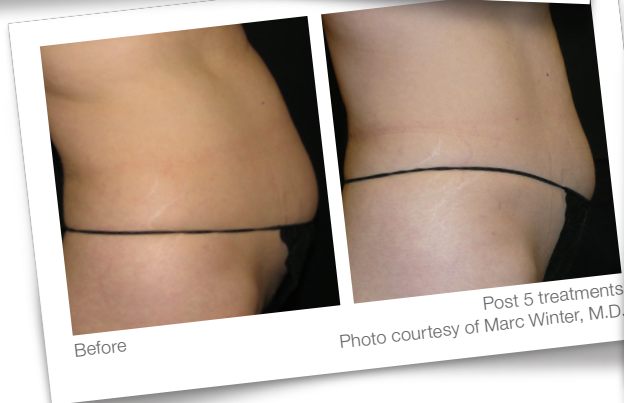
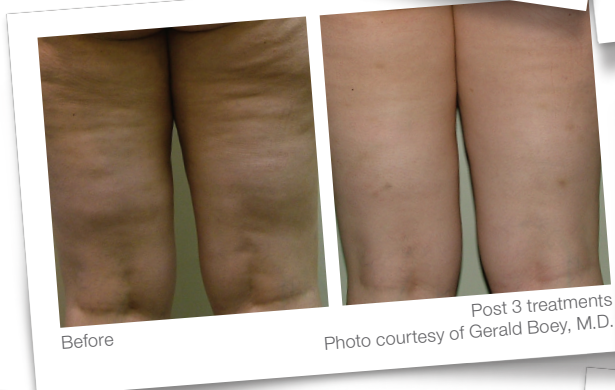
[www.velashape.com](http://www.velashape.com)

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



# VelaShape®

## *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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