



## TAKING SHAPE WITH TECHNOLOGY

VASER Shape is the latest breakthrough in non-invasive body contouring. **BY INSTINCT STAFFER**



Dr. Peter Fodor

**THAT** elusive six pack. Those unsightly saddle bags. Love handles that are anything but lovely. These are things that may stick in the craw of any body conscious man who tries his hardest to look his best but whose best efforts are kept at bay despite a sound diet and solid exercise program. Well, let us introduce you to VASER Shape, the non-surgical treatment that may just be the solution for you to create that coveted body of your dreams.

I underwent the procedure (a series of three procedures actually) and I'm here to share the story of my journey with you. I visited Dr. Peter Fodor's practice in Century City where I met a physician who is passionate about plastic surgery, cosmetic skin care and the aesthetic quality of their outcomes. Dr. Fodor is a board-certified plastic surgeon and a past president of the American Society for Aesthetic Plastic Surgery, so getting the lowdown on VASER Shape from a man with his breadth of experience is comforting and reassuring to say the least.

Dr. Fodor's office has only been offering VASER Shape for a few months now, but he

studied up on the treatment before bringing it into his practice. The doctor will not be performing the treatment himself, but technicians trained under his supervision will be. Presently the attending technician is a warm and wonderful woman named Kathy who has been getting tips and training from an equally charming technician named Brandy who has

encourages the body to metabolize and then drain the excess fat. The next step is a lymphatic massage which opens the lymph nodes and further assists the body's drainage of toxins. "Why I specifically like VASER Shape more—among the ultrasound, energized devices—is because, it's not painful for the patient," states Dr. Fodor matter-of-factly.

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been coming into the office to offer her expertise over the last several weeks.

Dr. Fodor believes VASER Shape is the best treatment of its type, which is why he has decided to offer it to his patients "who might be afraid of anesthesia or who just want a minor correction, nothing really major." He explains, "This is for somebody who would rather not have surgery. But they need to understand the results will not be as dramatic as they may experience through liposuction."

VASER Shape falls into the category of non-invasive body fat reduction procedures (many of which are energy based, and include Liposonix, UltraShape and VelaShape). "The reason these work is because the fat cells are more fragile than any of our other body cells. The ultrasound energy at the level generated is not going to hurt the bone, the blood vessels and the nerves; it's going to target *only* the fat cells," Dr. Fodor explains. VASER Shape ultrasound therapy uses beams of ultrasound energy to warm and "zap" fatty tissue beneath the skin to promote fat cell mobility which

I can attest to this. It's just like a massage. It can get warm, but the technician on hand will monitor the heat and the motion of the massage to make sure you're never uncomfortable.

"All the other processes that I'm familiar with are fairly painful to apply and the patients are uncomfortable. It may be that with VASER Shape one has to undergo more than one treatment session to get the best results, but I'd rather do that than make patients uncomfortable," Dr. Fodor explains. "With Zeltiq, for example, cooling or cryotherapy freezes the body and patients can be tremendously uncomfortable during the treatment for months afterward. With VASER Shape this isn't the case."

The ideal candidate for VASER Shape is someone who has a fair amount OF fatty tissue on the pinch test. "Not just skin on top of bone or muscle," explains Dr. Fodor. Someone also needs to be in good general health, and can't have any metallic body parts like hip implants. Age is not really a

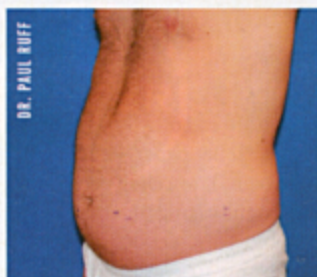




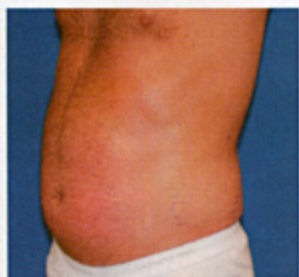
instances if there is some swelling from the treatment itself, it takes a few days for the effect to be realized."

As Dr. Fodor understands it, the results are permanent even if we gain weight over time. As he explains it, we don't make more fat cells or lose fat cells, the existing cells only get larger or smaller with weight gain or weight loss: "If we can permanently remove fat cells. They are gone once and for all. So the way we explain this to patients in my practice—how liposuction or non-surgical fat removal methods work—is that they cannot eat with abandon and stop exercising just because they have been treated. In reality, we are on a team with them and we can prime their bodies through our treatment but it is up them to continue with a sound diet and exercise regimen" to maintain results.

And the proof is in the pudding (or non-putting in this case). My measurements would suggest a



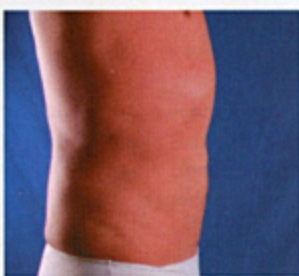
Before Any Treatments



After 5 Treatments to Abdomen Six Weeks Later



Before Any Treatments



After 6 Treatments to Abdomen 11 Months Later

factor as patients of any age with "pinchable" fat would likely be able to render noticeable results.

Dr. Fodor will soon be heading a national study on VASER Shape for clients around the country and he hopes to learn even more about the benefits. "One of the things we are going to do with this national study that is very exciting, and has never been done before to my knowledge, is to use diagnostic ultrasonography to discern the

So what results can one realistically expect from VASER Shape treatments? "What we're talking about is a loss of inches—an inch, maybe two inches—by circumferential measurement. But remember, we might have only treated the stomach so if one was also to treat the hips [love handles] then the circumferential reduction would be much more dramatic," says Dr. Fodor. This is why it often makes sense to treat

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thickness of the fatty layer and to compare it before and after treatment. We're not just going to rely, as is usually done, on circumferential tape measurements and photography. In this way, we're going to have really solid proof. For the sake of further accuracy, expert radiologists will be reading these tests. Clinical research of this caliber is what we always aim for."

multiple body regions and get a series of treatments which can be scheduled about a week or so apart. "The result is cumulative," says Dr. Fodor. "It, however, is also patient dependent. Therefore, some people may stop after just one, two or three treatments depending on the results they experience. Sometimes you can see visible results on the day of your first treatment. In other

success story (see sidebar): my blubbery, pudding-like love handles have been slimmed and toned, and yes, they're mostly gone!

*The national average cost is about \$500 per area treated per session, so the final treatment cost will vary based upon how many treatments you schedule. For more information, visit [vaser.com/patients](http://vaser.com/patients) or to schedule a consultation with Dr. Fodor visit [peterfodordmd.com](http://peterfodordmd.com)*

## My Procedure & Results

WHILE the most popular treatment for men is the abdomen to obtain that much sought-after six pack, I had my love handles treated. This means only the areas on either side of my body (love handles) were treated and nothing else.

I was measured in three areas: At the belly button, just above it, and just below it. Measurements are circumferential (which means taken around the entire body) and all measurements are in inches.

### FIRST TREATMENT

- AREA 1: before treatment 34 1/2  
after treatment 34
- AREA 2: before treatment 33 1/2  
after treatment 33
- AREA 3: before treatment 34 1/2  
after treatment 33 1/2

### SECOND TREATMENT

- AREA 1: before treatment 34  
after treatment 33
- AREA 2: before treatment 33  
after treatment 32 1/4
- AREA 3: before treatment 33 1/2  
after treatment 33

### THIRD TREATMENT

- AREA 1: 33 1/4 after treatment 33

I was only treated in one area on one side of my body for my third treatment. This was decided because one "love handle" was more stubborn to treatment, and the technician and Dr. Fodor wanted to make my shape more symmetrical. The total inches lost on my third treatment, while less, was actually more than what it was from the week prior if you consider that only one side of my body was treated during the third treatment (so the loss is from just one side).

It was determined that I had reached my threshold for fat loss in this "love handles" area after my third treatment, and my VASER Shape experience was deemed complete, and from all accounts (and in my mind), successful.