

# SculpSure: The Battle of the Bulge Heats Up at the SHAW Center in Scottsdale

Written by Arizona Foothills Magazine

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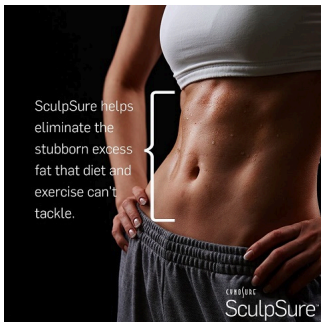


*Dr. Lawrence W. Shaw of The SHAW Center*

The Body Contour Center of Scottsdale is the only provider in Phoenix/Scottsdale to offer SculpSure™: The World's First Hyperthermic laser treatment for non-invasive fat reduction. This 25-minute laser treatment eliminates fat without surgery or downtime.

The SHAW Center for Aesthetic Enhancement was one of the first in the U.S. to add SculpSure™ by Cynosure to its list of fat reduction, body contouring procedures which also includes two CoolSculpting™ devices. With nearly thirty years of body contouring experience, Dr. Lawrence Shaw, a Scottsdale plastic surgeon, feels there is definitely a place for this revolutionizing, non-invasive laser fat reduction procedure in his busy Scottsdale surgery practice.

"There is a strong, ever increasing demand for non-invasive fat reduction procedures that can address the concerns of women and men who are otherwise fit, but despite diet and exercise, still have stubborn pockets of fat," says Dr. Shaw, a board certified plastic surgeon. "The results from our first nearly 300 cycles, including treatments on myself, are very promising and impressive."



The SculpSure™ laser uses a 1060nm laser delivered by four panels using Contact Cooling™ technology, placed in various configurations, to heat underlying fat tissues without damaging the skin. The FDA cleared, clinically proven and safe treatment initiates a process that leads to the loss of fat cells. Treatments only take 25 minutes and results are visible as early as 4 weeks and continues to improve up to 12 weeks.

SculpSure™ is ideally used to eliminate fat bulges resistant to diet and the results look completely natural. A recent Clinical study showed that one treatment removes 24% of the fat in treated areas. Treatments can be repeated after 2-3 months if further reduction is desired.



I'm confident that SculpSure™ will be a game changer in non-invasive fat reduction.

"Always striving to provide the best care possible, I am excited to offer SculpSure™ to my patients who want to reduce fat in specific areas without surgery or downtime," says Dr. Shaw. "Patients may experience a warm tingling sensation with no real discomfort during their

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SculpSure procedure," he adds.

"Our patients are given an iPad to browse the internet, watch a movie, or catch up on their emails, Instagram or Facebook during the treatment. After having the 25 minute SculpSure™ treatment in our comfortable facility, patients can immediately resume their normal activities, including work and exercise." Dr. Shaw feels the "on the go" lifestyles of his patients makes these non-invasive, no downtime fat reducing options extremely popular.