

Resolution 2012: Get the Skinny on Fat Reduction

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It's that time of year when all of society is trying to make good on their New Year's resolutions. Year after year national polls consistently show diet and exercise amongst the top three resolutions in the United States. This year, when diet and exercise is not enough, get rid of those stubborn bulges once and for all. In addition to a nutritionist and trainer, add a board certified plastic surgeon in your corner to allow you to finally have the body of your dreams and kick-start the new you! Introducing CoolSculpting, by Zeltiq, a revolutionary procedure to safely eliminate fat in treated areas without surgery or downtime. This new procedure is offered by Lawrence W. Shaw, M.D., a board certified plastic surgeon and founder of The SHAW Center for Aesthetic Enhancement in Scottsdale.



Dr. Shaw was the first plastic surgeon in Scottsdale and Phoenix to add CoolSculpting™ to his list of fat reduction, body contouring procedures. With over twenty-five years of body contouring experience, Dr. Shaw feels there is definitely a place for this non-invasive fat reduction procedure in his busy Scottsdale plastic surgery practice.

"I've been looking for many years, without success, to find an effective, scientifically proven, nonsurgical liposuction alternative," says Dr. Shaw. "After significant research into this technology, I truly believe that CoolSculpting™ is the non-invasive, liposuction alternative I have been looking for."

What is CoolSculpting?

Unlike most other methods of fat reduction, CoolSculpting™ involves no needles, surgery or downtime. Instead, CoolSculpting™ uses controlled cooling to bring the targeted fat cells to just above freezing without harming the overlying skin. Within a few weeks your body's natural healing processes then removes the damaged fat cells, resulting in safe, gradual fat reduction. CoolSculpting™ is the only FDA cleared device for non-invasive fat reduction. Patients can start to enjoy a toned, slimmer look three weeks following treatment, with the most dramatic results occurring over a period of two to three months. Find out more at www.CoolSculptingScottsdale.com.

What about other Surgical Liposuction Alternatives?

The SHAW Center also offers surgical body contouring procedures including tumescent liposuction, ultrasonic liposuction, laser assisted lipolysis or SmartLipo, tummy tucks and mommy make overs. Because Dr. Shaw offers a full spectrum of surgical and non-surgical options, he has the unique ability to customize each treatment plan to fully address and achieve your concerns and aesthetic goals.

Tumescent Liposuction: In this form of liposuction, a large volume of very dilute solution of local anesthesia is injected into the fat beneath the skin, causing the targeted area to become tumescent, in other words, swollen and firm. This facilitates the removal of the fat with more even contours than traditional liposuction.

Ultrasonic Liposuction: During this procedure ultrasonic waves burst the fat cells membranes and 'melts' the fat. The contents pass through a suction port and some is absorbed by the lymphatic system and then leave the body through the liver within 2 to 3 weeks after the procedure. This is often done in combination with tumescent liposuction.

SmartLipo / Laser Lipo: SmartLipo is a laser-assisted lipolysis system that offers a minimally invasive removal of fat. Using a high-powered laser, Dr. Shaw can remove fat and sculpt your problem areas. A very small cannula, or tube, approximately 1.0 mm diameter containing a laser fiber is inserted below the skin. The cannula is moved back and forth delivering the laser's energy to the fat cells, causing them to rupture and easily drain away. The laser energy also interacts with the dermis, resulting in collagen shrinkage and skin tightening. Dr. Shaw feels that SmartLipo is most ideal to contour the area under the chin and neck.

Body contouring is a personal and financial commitment and deserves careful consideration. Dr. Shaw is a double-boarded Plastic Surgeon, which required 7 years of general surgery and plastic surgery training alone. Since entering practice in 1986, Dr. Shaw has performed thousands of surgical and non-invasive plastic surgery procedures in the Phoenix/Scottsdale area. He is board certified by the American Board of Plastic Surgery and the American Board of Surgery and a member of the American Society of Plastic Surgeons (ASPS) and The American Society for Aesthetic Plastic Surgery (ASAPS). Dr. Shaw suggests consulting with an experienced board certified plastic surgeon. With his or her help, you can then determine the body contouring technique to best reach your aesthetic goals.

For more information or to schedule your consultation with Dr. Shaw call The SHAW Center at **480-767-1900** or visit: www.theshawcenter.com.