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13,500 Patients Undergo Zerona Laser Treatments

SBMI to Launch National Ad Campaign for Body-Contouring Laser

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Santa Barbara Medical Innovations (SBMI) announces today that over 13,500 patients have undergone [Erchonias Zerona](#)® body-contouring laser treatment to date.

Over the past year, SBMI has grown Zerona distribution significantly by building a strong network of medical professionals who have incorporated the Zerona non-invasive laser into their practices. Now nearly 600 [Zerona](#) lasers are in use throughout North America. Thanks in part to SBMI's "ZERO" investment business model, which puts the Zerona laser in the hands of physicians with no capital equipment investment and only a small start-up fee, SBMI has experienced double-digit growth during the first quarter of 2010.

According to physician records, patients have lost an average of 4.1 inches from their waists, hips and thighs in two weeks of Zerona treatments. This average actually exceeds the 3.64 inches reported through the double-blind, randomized, multi-site clinical trials where no patient coaching or protocols could be shared.

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Zerona is enjoying equal traction with the press, earning over 32 million impressions in the last four months. Highlights include national television coverage on [The Doctors](#), [The Early Show](#), [Extra!](#), [Nightline](#), and [Rachel Ray](#) along with stories in leading publications including [Woman's World](#) and [Harper's BAZAAR](#).

SBMI continues the momentum with the launch of a national integrated marketing campaign featuring TV personality Leeza Gibbons. The campaign will include print, television, public relations, and social media components including [Twitter](#) and [Facebook](#) outreach with the goal of increasing Zerona brand awareness among medical professionals and consumers alike.

About SBMI

SBMI is dedicated to bringing clinically proven, innovative health and wellness products that are safe and effective to market. SBMI is the exclusive North American distributor of Zerona® the only clinically proven, non-invasive body contouring device on the market, as well as the Erchonias EML, the only laser device FDA approved for pain during liposuction and breast surgery.

For more information, visit www.sbmi.com.

About Erchonias

Erchonias is the global leader in low level laser healthcare applications. Over the last 15 years Erchonias has been conducting research & development with the world's leading physicians to advance the science of low level lasers. Prior to market introduction, all Erchonias lasers are proven to be safe and effective through independent clinical trials. Currently thousands of Erchonias's lasers are used daily to reduce body fat, eliminate pain, accelerate healing, and treat acne. For additional information, visit www.erchonias.com.

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