



Santa Barbara Medical Innovations Signs Deal with Groupon

After seeing an increase in sales from the FDA clearance, SBMI signs a deal with Groupon to help fuel the 700 Zerona providers in North America.

Dallas, TX ([PRWEB](#)) April 05, 2011 -- Santa Barbara Medical Innovations (SBMI) announced their deal with Groupon today. This deal will help fuel the growth of 700 Zerona laser devices that are now in place at leading physician's offices throughout North America.

SBMI has seen a significant increase in Zerona distribution and patient interest since the U.S. Food and Drug Administration granted market clearance for the non-invasive body contouring device last year. Zerona is the first non-invasive aesthetic device to receive FDA market clearance in the U.S. for the reduction of fat off the waist, hips, and thighs.

“Zerona’s FDA clearance, combined with our marketing efforts, is a major contributing factor to our significant increase in sales,” said Mike McDonald, President of SBMI. “Our growth over the last seven months is an important milestone and we want to continue to see the steady increase in Zerona placements and recurring revenue. Deciding to partner with Groupon was a win-win-win solution for everyone involved.”

Groupon, an online deal-of-the-day website, specializes in offering localized coupons to major geographic markets. Launched in Chicago in late 2008, Groupon uses the power of collective buying to offer deep discounts to local businesses for goods and services.

“We need to continue to help market our strong network of medical professionals who have incorporated Zerona into their practice, and Groupon was an easy way for us to accomplish both goals,” said Michael Browning, Senior Vice President of Marketing and Business Development of SBMI.

Qualified and trained physicians will thoroughly evaluate each client to determine if they are an ideal candidate for Zerona. If not, the participating physician's office will credit the purchaser for additional products and/or services they offer, ensuring a positive buying experience from Groupon and Zerona providers. Individuals with certain medical conditions (pregnant or breast-feeding, cardiovascular disease, etc.) should not be treated.

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 Erchonia EML, the only laser device FDA approved for pain during liposuction and breast surgery. For more information, visit www.sbmi.com.

About Erchonia

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

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