



SBMI Hires New VP of Clinical Development

Santa Barbara Medical Innovations (SBMI) today announces a new vice president of clinical development, Pascal Servell. In his new role, Mr. Servell will support SBMI's medical products.

Santa Barbara, CA ([PRWEB](#)) June 9, 2010 -- Santa Barbara Medical Innovations (SBMI) today announces a new vice president of clinical development, Pascal Servell. In his new role, Mr. Servell will support SBMI's medical products, including Erchonia's Zerona® body-contouring laser and the EML® laser for breast augmentation and liposuction. He will educate prospective clients and sales representatives on the science behind low level laser therapy and its clinical applications.

Mr. Servell has over 20 years of experience in the medical laser industry. Prior to joining the SBMI team, Mr. Servell served as business development director for MedSurge Advances, headed Quantel Medical's dermatology division and was instrumental in bringing three medical technology startups to market.

"Low level laser technology truly has the potential to reinvent healthcare," says Mr. Servell. "I look forward to ensuring SBMI leverages Erchonia's solid clinical research in the most effective ways possible."

"Pascal's expertise on the technical side is an incredible asset for us," adds Chip Conk, founder and CEO of SBMI. "We welcome him to the team and anticipate accomplishing great things together."

For additional information, please visit www.SBMI.com.

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 & 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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