



## **60,000 Patients Have Been Treated With the Zerona Body Contouring Laser**

*SBMI continues to see a steady increase in the number of patients treated with the Zerona Laser.*

Dallas, Texas ([PRWEB](#)) September 26, 2011 -- Santa Barbara Medical Innovations (SBMI) announced today that over 60,000 patients have chosen to have Zerona treatments to help contour their waist, hips and thighs.

The increase is paved by a strong network of medical professionals who have incorporated Zerona into their practices. Over 800 Zerona lasers are currently in use throughout North America, thanks in part to SBMI's unique rental model, which puts the laser in the physician's offices with no capital investment and only a small start-up fee.

"We are extremely pleased with the number of patients treated with the Zerona body contouring laser," said Michael Browning, senior vice president of marketing and business development of SBMI. "This strengthens Zerona's value in helping women and men transform their bodies in two weeks, with zero surgery, pain, bruising or recovery time."

Zerona was granted market clearance by the FDA last year for the safe and effective circumferential reduction of the hips, waist and thighs. Zerona uniquely targets fat cells and promotes the safe release of stored fats, a therapeutic approach that significantly differs from other technologies that intentionally destroy the known organ tissue by heating or freezing the cells.

SBMI continues the momentum with the launch of a national Zerona Model Search contest. The contest aims to find a "real" spokesmodel for Zerona's 2012 advertising campaign which will include print, public relations, and social media components with the goal of increasing Zerona brand awareness among medical professionals and consumers alike. To learn more about the Zerona Model Search, please visit our Facebook page at <http://www.facebook.com/myzerona>

### **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](http://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](http://www.erchonia.com).

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