



SBMI Announces ZERONA is Featured in Aesthetic Medicine Textbook

A chapter on laser therapy, as it relates to body contouring, was co-authored by ZERONA's VP of Clinical Development at SBMI

Dallas, TX ([PRWEB](#)) December 01, 2011 -- Santa Barbara Medical Innovations (SBMI), a company dedicated to bringing clinically proven, innovative health and wellness products that are safe and effective, today announced that ZERONA is featured in a chapter of Aesthetic Medicine, published last month.

ZERONA has achieved another major milestone earning publication in the highly-regarded book Aesthetic Medicine – a textbook which provides clinicians with step-by-step descriptions for the treatments commonly used in the aesthetic field. The chapter explains the subtle therapeutic mechanism that enables ZERONA's technology to remove unwanted inches in as little as two weeks. The chapter also discusses the extensive histological studies, the early pilot investigations, and the level 1c clinical study, that were all performed to demonstrate the safety and efficacy of ZERONA.

“Having already earned numerous peer-reviewed publications, ZERONA's publication in Aesthetic Medicine substantiates its utility as a viable solution for non-invasive body contouring of the waist, hips, and thighs,” said Ryan Maloney, vice president of clinical development of SBMI. “For both patients and physicians, earning publication in Aesthetic Medicine reinforces the effectiveness of ZERONA, and supports this technology as a legitimate therapy that looks to provide a truly non-invasive solution for reducing unwanted, unhealthy inches.”

ZERONA is the only non-invasive body contouring device proven by a placebo-controlled, double blind, multi site clinical trial and has helped more than 60,000 patients in North America transform and contour their bodies.

ZERONA received clearance from 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.

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.

###



Contact Information

Toni Leathers

SBMI

866-207-8907

Online Web 2.0 Version

You can read the online version of this press release [here](#).