



ZERONA, Body Contouring Device, is Featured on “ABC Nightline”

A newly-aired episode features a segment about why more men are turning to cosmetic advances to look and feel better.

([PRWEB](#)) January 11, 2012 -- Santa Barbara Medical Innovations (SBMI), a leader in bringing proven, innovative health products that are safe and effective to the market, announces the ZERONA non-invasive body contouring laser, was featured on Nightline which aired on Tuesday, January 10th.

The Nightline episode features several men on their quest to look younger, for professional and personal reasons. More and more men are turning to the advances in cosmetics to look and feel better, with the help of their wives or girlfriends. In fact 1 in 8 plastic surgeries are now performed on male patients. Alone, Dr. Anthony Youn has treated more than a half dozen men over the holiday season presenting gift certificates for Bro-Tox, Botox for men, from their wives.

The segment with ZERONA features 52 year old Ed Smith. Ed wanted to be more competitive in his profession and turned to ZERONA treatments to help not only feel better, but to look younger for potential employers.

“The segment on Nightline was a great opportunity to educate a national viewing audience that cosmetic procedures are not just for women,” said Michael Browning, Senior Vice President of Marketing and Business Development of SBMI. “It shows that men can take advantage of ZERONA to help reduce fat and inches off their waist, hips and thighs in as little as two weeks without surgery, pain, or side effects, which can ultimately help them excel in the workplace.”

ZERONA was granted market clearance by the FDA in 2010 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 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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