



ZERONA is Highlighted in August Issue of SELF Magazine

Zerona is named a “ferocious fat-cell fighter” by one SELF editor who lost 9.5 inches

Dallas, TX ([PRWEB](#)) July 25, 2011 -- Santa Barbara Medical Innovations (SBMI), a leader in bringing proven, innovative health products that are safe and effective to the market, announced today that Zerona is featured in the August issue of SELF magazine that hit stands last week.

The “New Beauty Wonders” article categorized Zerona as “a ferocious fat-cell fighter”. The article also noted that one editor of SELF used Zerona and lost 9.5 inches of fat overall. Zerona, a non-invasive laser, was granted FDA market clearance last year for the safe and effective circumferential reduction of fat off the waist, hips and thighs. On average, patients have lost 4.1 inches in two weeks with Zerona treatments. This average exceeds the 3.5 inches reported through the double-blind, randomized, multi-site clinical trials submitted to the FDA.

“We are thrilled by our spotlight in SELF magazine, along with the editor’s results,” said Michael Browning, Senior Vice President of Marketing and Business Development of SBMI. “We know Zerona can assist so many people sculpt and shape their bodies without the risk of traditional liposuction and this spotlight helps educate consumers on those benefits.”

For more information, please visit www.Zerona.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 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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Contact Information

Toni Leathers

Santa Barbara Medical Innovations

<http://www.sbmi.com>

1-866-207-8907

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