

## For Immediate Release

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### Slimming Down Goes High Tech:

#### S.B.M.I. Announces ZERONA® Non-Surgical Body Slimming Is Now Offered by over 300 Physician's Offices in the U.S.

**Santa Barbara, CA - September 24, 2009** – Santa Barbara Medical Innovations (SBMI), exclusive distributor of the ZERONA® in the United States, Canada and Mexico announced today that more than three hundred ZERONA laser devices are now in place at leading physician's offices and physician-directed medical spas with the number of new placements increasing each month. Erchonia Medical, the global leader in low-level laser healthcare applications, manufactures ZERONA.

"Public awareness of ZERONA is growing exponentially as the demand for non-surgical body slimming is at an all-time high", according to Chip Conk, CEO of SBMI. "The number of physicians and top-tier medical spas who are offering ZERONA is expanding every month. Soon virtually anyone who wishes to slim down what they can't lose through diet and exercise can benefit from ZERONA treatments."

SBMI has created a unique ZERO Investment Business Model for physicians that requires no capital equipment investment and only a small start-up fee. "This arrangement has been welcomed by the participating physicians who historically have had to outlay significant capital while building a base to support the new product investment", says Chip Conk.

To further the success of ZERONA physicians, SBMI has created innovative marketing programs designed to help physicians to immediately maximize the benefit of adding SBMI products. These programs include press-ready print materials, website support, digital marketing assets, direct mail, and in-office promotional products. "SBMI is dedicated to building brand awareness of our products through targeted public relations and advertising campaigns," says Joellyn Conk, Executive Vice President of Marketing. "Our commitment to investing in our brands strengthens our relationship with physicians, creating a true win-win."

ZERONA is clinically proven to reduce body fat and slim the body without surgery. The system incorporates four flexible arms, each tipped with a low-level laser diode - a fifth laser diode is located in the center of the unit. The diodes emit low-level laser energy that does not feel either cold or hot; in fact, the patient feels nothing during the treatment.

The treatment works by emitting laser energy targeted to specific body areas, which is absorbed by the body's fat cells. The ZERONA laser creates small transitory pores (or openings) temporarily in the membranes of the fat cells. These pores enable the fatty material to seep out. The fat is then naturally eliminated through the lymphatic system. ZERONA stimulates the breakdown and removal of body fat without affecting the surrounding skin and tissues. The result

is a noticeable slimming of the body with an average of seven inches lost in total body measurements.

Patients are treated six times over a two- week period. Each of the six sessions takes 40 minutes. The laser energy is applied for 20 minutes to the front of the body and 20 minutes to the back of the body as the patient is lying down. No downtime or recovery period is needed after treatment and patients can resume normal activities immediately.

ZERONA treatments have a dramatic effect without injuring any of the fat cells or any of the surrounding tissue. There are no known negative side effects reported by use of low- level lasers.

ZERONA has been featured on many leading national television shows including *The Doctors*, *Nightline*, *EXTRA*, *CBS Early Show* and *Rachael Ray* and on numerous local news and morning shows across the U.S.

Other key benefits of the Zerona laser include:

No downtime

No incisions or marks from the treatment

No need to wear compression garments

No mechanical massaging of tissues required

Ongoing fat loss days and weeks after treatment

No reported side effects.

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 U.S. distributor of ZERONA Non-Invasive Body Slimming.

For more information, visit [www.SBMI.com](http://www.SBMI.com)

About the Manufacturer: 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 more information, visit [www.erchonia.com](http://www.erchonia.com)

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