



S.B.M.I. Announces ZERONA® Non-Surgical Body Slimming is now Offered by Over 300 Physician's Offices in the U.S.

Americans are losing thousands of inches with no downtime.

Santa Barbara, CA ([PRWEB](#)) October 1, 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.

ZERONA® utilizes the Erchonia® Laser Scanner, the safest and most researched low-level laser in the world. Initially designed and FDA approved for use during liposuction, the non-invasive Erchonia laser is applied to emulsify the adipose (fatty) tissue and release excess fat into the interstitial space (the space between the fat cells). From there, fat is passed through the body during its normal course of detoxification.

The ZERONA® procedure has been proven through a double-blind, randomized, multi-site and placebo-controlled clinical study in which patients, on average, lost 3.64 inches from their waist, hips, and thighs. These results were dramatic compared to the placebo group, which only lost an average of half an inch over the same time period. People who follow SBMI's protocol are now losing from four to nine inches or more in total body measurements.

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 protocol calls for six sessions 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 top - tier national television shows including The Doctors, Nightline, EXTRA, CBS Early Show, Rachael Ray and on numerous local television news and morning shows across the U.S.

"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 revolutionary 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 benefits 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."

Key benefits of ZERONA® treatments 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

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.erschonia.com

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