

For Immediate Release

## **Shu Cosmetic Surgery Launches RejuveFill™ Stem Cell Enhanced Natural Breast Augmentation**

**Shu Cosmetic Surgery in Edina, Minnesota, has announced that it now offers RejuveFill™ Stem Cell Enhanced Natural Breast Augmentation through an advanced fat transfer technique, using a patient's own unwanted body fat and harvested stem cells or Adipose Derived Regenerative Cells (ADRC's).**

Edina, MN, March 23rd, 2011 — Shu Cosmetic Surgery, Minnesota's leading center for comprehensive cosmetic care, has launched a revolutionary procedure, RejuveFill™ stem cell enhanced natural breast augmentation, that will allow patients to increase breast size using harvested fat and stem cells or Adipose Derived Regenerative Cells (ADRC's) while simultaneously eliminating unwanted body fat. RejuveFill™ procedure employs the latest technologic advances in fat harvesting and stem cell transfers to provide women with the breasts they want without the need for implants.

RejuveFill technique utilizes the latest stem cell extraction technology to harvest ADRC's that will be used to enrich the body fat taken from a patient's abdomen, thighs or buttocks. The fat and ADRC's concentration is then injected into the breasts, which typically increase by 1 cup size. The presence of stem cells greatly increases fat survival, resulting in a natural looking breast enhancement.

"No implants, no fillers, pure you!" Dr. Shu said. "Fat is the best and natural filler, I have been using it for the natural augmentation in breasts, buttocks and face since 2010. In the past, multiple fat transfer procedures were usually required for patients to achieve their desired breast size. With the addition of extracted stem cells and advancements in fat grafting technique, up to 90 percent of the harvested fat used for breast augmentation can be retained, eliminating the need for additional treatments."

"The use of ADRC's in this procedure allows for growth of new blood vessels to feed the fat and for the release of anti-inflammatory substances that help with muscle and tissue healing." Dr. Shu said. "Also, one of the main benefits of this procedure is that it allows patients to remove fat in areas of their body that they may want to reduce in size. Kill two birds with one stone."

RejuveFill procedure takes 4 hours. First, unwanted body fat from areas like the abdomen, thighs and buttocks is extracted using gentle Body-jet liposuction techniques. A stem cell processing system extracts ADRC's from a portion of the liposuctioned fat. The regenerative cells and stem cells are washed and concentrated before being combined with a portion of harvested fat cells. In the meantime, the harvested fat cells are cleaned and concentrated with LipoCollector™ 3 technology. The final stem cell and fat cell mixture is injected into the breast, where it replaces tissue volume. The supercharged, concentrated fat graft creates the result with a natural looking, permanent breast augmentation.

### **About Dr. Shu and Shu Cosmetic Surgery**

Shu Cosmetic Surgery is the leading center for minimally invasive, comprehensive cosmetic care and surgeries. Offering the most extensive range of state-of-the-art technology with equipment serving every area of cosmetic care.

Steven Shu, MD, MBA, is a cosmetic surgeon and an expert in office procedure in Minnesota. He has adopted many advanced cosmetic procedures to achieve ideal results with more efficiency and safety. For

more information on Shu Cosmetic Surgery, please visit the center's website at <http://www.shucosmeticsurgery.com> or <http://www.rejuvelaser.com>.

Contact: Steven Shu, MD, MBA

Email: [info@shuMD.com](mailto:info@shuMD.com)

Phone #: 952-922-9999