

For Immediate Release

Shu Cosmetic Surgery Announces New Liposonix Non-Invasive Fat Reduction Treatment

One treatment, lasting one hour, to get one size smaller--without surgery

Minneapolis, MN (December 2012) - Shu Cosmetic Surgery is now offering Liposonix treatments, the latest in non-invasive fat reduction technology. Liposonix uses high-intensity focused ultrasound (HIFU) energy to permanently destroy targeted fat cells without surgery.

“Liposonix is a revolutionary non-surgical solution for people who are close to their ideal shape, but have stubborn areas of fat that just won’t go away no matter how much they exercise or diet. The procedure takes about one hour and, while individual results can vary, patients typically achieve a waistline reduction of approximately one inch (equivalent to one pant or dress size) within 8-12 weeks after receiving a single treatment,” said Dr. Steven Shu.

The Liposonix system technology was developed over a period of 10 years by leading scientists and ultrasound experts with more than 200 years of combined experience in the field of therapeutic and diagnostic ultrasound devices. It works by focusing ultrasound energy below the surface of the skin in order to melt only targeted fat tissue – similar to how light from the sun can be focused with a magnifying glass. The treated fat tissue is removed through the body's natural healing process, leaving the patient with a thinner, more contoured waistline.

During the treatment, patient may experience some discomfort, prickling, tingling or warmth. After treatment, patients may experience temporary mild redness, minimal bruising, and swelling. There is no special post-care or special diet or exercise program required in order to achieve results. Patients typically resume normal activities immediately after the Liposonix procedure. Clinical studies of more than 200 patients, showed an average waist circumference reduction of approximately one inch (2.5 cm) at 12 weeks after a single Liposonix treatment. Liposonix is not intended for those that are pregnant or suspected to be pregnant. It is also not recommended for those who have a BMI >30 or for those who cannot “pinch an inch”.

“Our patients are very happy with Liposonix because it delivers results without the risks typically associated with surgical fat reduction procedures. It is not liposuction, or a replacement for a healthy lifestyle and exercise; but it is a quick, easy way to help patients slim that last inch and hit their personal shape goals,” stated Katie McClellan, physician assistant.

About Dr. Shu

Dr. Steven Shu, MD, MBA, is a board certified laser surgeon and an expert of office cosmetic surgeries in Minnesota. He has adopted many revolutionary techniques 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 www.rejuvelaser.com

Contact: Steven Shu, MD, MBA
E-mail: cosmetic@shuMD.com
Phone: 952-922-9999