

Medical WeightLoss & Wellness, Inc.
Emerald™ Laser vs. CoolSculpting Comparison Guide

After a decade of searching for fat-reduction technology that is safe, effective, beneficial for patients of *all* shapes and sizes, and complementary to the Medical WeightLoss & Wellness, Inc. dietary program, we are *thrilled* to introduce you to the Emerald™ Laser! Our Greenfield location is the *only* clinic in the region (including Wisconsin and Illinois) to offer this FDA approved fat reduction technology!

When patients first hear about our Emerald™ laser, one of the first things they want to understand is how it compares to CoolSculpting. The following provides a summary of differences between the two technologies.

| | Emerald™ Laser | CoolSculpting |
|-------------------------------------|--|--|
| Technology | Low-level laser therapy (LLLT) | Cryolipolysis (fat freezing) |
| How it Works | Shrinks fat cells Creates microscopic pores on the fat cell membrane, allowing for contents to exit the cell | Causes death to fat cells |
| FDA Approval Status | FDA-approved for fat reduction | FDA-cleared to treat the <i>appearance</i> of fat The FDA has not cleared CoolSculpting to reduce fat |
| Treatment Area Options | <ul style="list-style-type: none"> ● Mid-section (abdomen) ● Flanks (“love handles” or “muffin-top”) ● Hips ● Chest/back ● Chin/jawline/neck ● Thighs ● Ankles/calves ● Arms ● Buttock <p><i>virtually anywhere fat cells grow and accumulate</i></p> | <ul style="list-style-type: none"> ● Chin/jawline ● Flanks ● Abdomen ● Thighs ● Upper arms ● Back ● Thighs ● Lower buttock |
| Loss in Inches | 3 inches - 6 inches (<i>depending on area</i>) | 1/2 inch - 3 inches (<i>depending on area</i>) |
| Pain Level | None | Minimal to moderate |
| Number of Treatment Sessions | Average of 8 - 15 treatment sessions | Average of 2 or more treatment sessions |
| Time per Treatment | 30-minutes per treatment Recommend 1 - 2 treatment sessions per week | 1-3 hours, depending on treatment area/s 6 - 8 weeks between treatment sessions |
| Recovery Time | None | Typically minimal |
| Results | 2 - 4 weeks, depending on treatment frequency <i>(typically noticed after 4 treatment sessions)</i> | 1 - 3 months for visible results, with full results taking 6 months or more |
| Other Potential Benefits | MAY reduce appearance of cellulite Due to collagen stimulation, some MAY experience skin tightening to treated region | None |
| Potential Side Effects | None have been reported | paradoxical adipose hyperplasia <i>(fat cells grow larger rather than smaller),</i> bruising, swelling, itching |

Cost Comparison Emerald™ Laser versus CoolSculpting

The Emerald™ laser allows for a greater area of treatment coverage compared to CoolSculpting, in which each region of the body is considered a *separate* treatment area.

Example: Patient is interested in reducing fat to the abdomen (upper and lower) as well as flanks (“love handles” or “muffin top”)

- Because the Emerald™ laser reduces *overall body circumference*, the entire abdomen, flanks, and mid-to-low back are considered *one* treatment area.
- CoolSculpting applies paddles to each treatment area. The abdomen and flanks are considered two separate treatment areas; each treatment area is priced separately.

| | Emerald™ Laser | CoolSculpting |
|-------------------------------------|--|--|
| Treatment Area Details | Due to broad laser coverage, the entire abdomen, flanks, and mid-to-low back are considered <i>one treatment area</i> | Abdomen and flanks are <i>two-treatment areas</i> |
| Number of Treatment Sessions | 12 treatment sessions* Recommend 1-2 treatment sessions per week <i>*Exact number of treatment sessions are dependent on the individual and their fat loss goals</i> | For most patients, <u>2 or more</u> treatment sessions are recommended to reach body contouring goals 6 - 8 weeks between treatment sessions |
| Treatment Cost Comparison | 12-treatment session package TOTAL COST \$3,250 | \$6,400 for ONE treatment session* <i>(includes both the abdomen and flanks)</i> <i>*Per CoolSculpting website, 2 or more treatment sessions are typically needed*</i> TOTAL COST <i>(for 2 treatment sessions to both the abdomen and flanks)</i> \$12, 800 |

Good to Know

The Emerald™ laser does not kill or harm fat cells. Fat cells are a vital part of our endocrine system. Treatments that kill fat cells may harm your metabolic system and can decrease your natural metabolism rate; this may open the door to more vicious cycles of future weight gain.

Emerald™ laser fat reduction is permanent as long as one continues to adhere to a healthy lifestyle. If weight gain occurs, one will likely accumulate fat where fat had been lost previously.

Once fat cells are destroyed by the CoolSculpting process, future fat gain will deposit in other areas. For example, if one had CoolSculpting to the abdomen and gained weight after the procedure, fat may end up on the thighs and buttock. In addition, the remaining abdominal fat cells will respond to weight gain by enlarging; this may result in an asymmetric accumulation of fat to the abdomen.