

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.