

# HERZOG LASER CENTER

## FOR IMMEDIATE RELEASE

**Contact:** Traci Howerton  
(504) 522-4377  
thowerton@hessmarketing.com

## **Herzog Laser Center Introduces New Laser Lipo Procedure**

**Dr. Briant G. Herzog in Plano, Texas is chosen as one of the first facilities in the United States to offer new body shaping technology from Europe.**

**Plano, Tx – October 2, 2008** – Herzog Laser Center, one of the pioneers in the rapidly growing field of aesthetic medicine, today announced the availability of Laser Lipo with the new Lipotherme™ laser, an FDA-approved body shaping treatment for the removal of unwanted fat.

Even with dieting and exercise, many people are seeking ways to quickly and effectively remove stubborn areas of unwanted fat. Laser Lipo is being taken to the next level with the Lipotherme™ laser, the most advanced technology to quickly and safely remove problem areas of fat deposits. The Lipotherme™ laser uses thermal energy in the form of a heat-generating laser to liquefy unwanted fat and then remove the liquid fat in one easy procedure. The entire procedure can be done in one session on a number of different areas of the body including the abdomen, waist (love handles), hips and thighs, buttocks, back of arms, knees, ankles and even under the chin to remove unsightly “turkey necks”.

What sets the Lipotherme™ laser apart is that in addition to removing unwanted fat, the heat generated by the laser causes the skin in the treated area to contract, resulting in firmer, smoother skin that further enhances your body shaping goals. Skin tightening continues to improve for a period of up to 4 months depending on your body's unique chemistry.

Dr. Herzog says, “There are numerous advantages to Laser Lipo compared to traditional liposuction, including less trauma, less down time, fewer side effects and minimum swelling. Patients can usually return to their normal activities in a day or two.”

Dr. Herzog works with all patients to set realistic expectations but Laser Lipo patients see immediate results due to the reduction in fat and the instantaneous skin contraction. Results continue to improve over the next 2-4 months and best of all, all patients report a decrease in the targeted body area.

Herzog Laser Center offers the latest advancements in obstetrics, gynecology, infertility and laser aesthetic medicine. For over 30 years, Dr. Briant G. Herzog has been committed to helping patients achieve their goals by offering the newest innovations and techniques in non-surgical and minimally invasive procedures. He has served the Plano, Frisco, McKinney and Allen areas of North Texas since 1991. Dr. Herzog has published several articles, lectured extensively and taken part in numerous scientific presentations. For more information, visit [www.herzoglaser.com](http://www.herzoglaser.com).