

Briant G. Herzog, MD

Briant G. Herzog, MD, specializes in obstetrics, gynecology, infertility and laser aesthetic medicine. For over 30 years, Dr. Herzog has been committed to helping patients achieve their goals by offering the newest innovations and techniques in non-surgical and minimally invasive procedures. Herzog Laser Center uses the latest laser technology to provide improved treatments with less pain and recovery time. Most procedures are conveniently performed in Dr. Herzog's office.

Dr. Herzog received his Bachelor of Science, *cum laude* in 1974, from the University of Utah. He completed his medical degree at the University of Utah College of Medicine. He is board certified by the American Board of Obstetrics & Gynecology. Dr. Herzog is a member of the American College of Obstetrics & Gynecology, American Medical Association, Dallas County Medical Society and the American Fertility Society. He has published several articles, lectured extensively and took part in numerous scientific presentations. Dr. Herzog has served the Plano, Frisco, McKinney and Allen areas of North Texas since 1991. Dr. Herzog is married to Marcia Anderson Herzog and they have four children -Taylor, Matthew, Lauren and Jonathan.

Laser Lipo with Lipotherme™

Laser Lipo is a revolutionary and minimally invasive procedure for the removal of fat using the high-powered Lipotherme™ laser to sculpt body contours. In addition to removing unwanted fat, this laser's thermal effect causes the skin to contract, resulting in firmer, smoother skin. Although Laser Lipo cannot completely replace traditional liposuction, it is a promising alternative for many plastic surgery patients looking to remove small pockets of fat. Laser Lipo requires only a local anesthetic and involves virtually no downtime for recovery.

Laser Lipo Fact Sheet

- Lipotherme™ is the latest technology in Laser Lipo
 - Faster - Reduced procedure time means less time in the doctor's office
 - Minimally invasive - Least invasive of all lipolysis procedures
 - Minimal Healing - Advanced technology means you'll be back in action in less time
 - Minimal Discomfort – Patented technology allows you to remain awake during the procedure
- Ideal for small areas of fat deposits
 - Good for use on sensitive areas such as the face, neck, arms and breasts
 - 8 lbs of fat is the maximum amount removed
 - Can also be used on high vascular areas
 - Minimally invasive
 - No scarring
- The laser stimulates production of collagen, which tightens the skin in areas where the laser destroys the fat

- Laser Lipo has less trauma, less bleeding, less down time, fewer side effects and minimum swelling compared to traditional liposuction methods
- Laser Lipo permanently removes fat cells, which are melted down by the laser and then removed, but is not a treatment for the removal of large amounts of fat deposits.
- Performed with local anesthesia (rather than general anesthesia, which carries a greater risk)
- Not intended to be a replacement for traditional liposuction
 - Ideal for people who have tried diet and exercise and simply have areas of fat/looseness on their bodies which is best removed surgically
- One treatment is typical- around 45 minutes to 1 hour
- Post treatment patients should rest the day of the procedure and avoid strenuous exercise for 2 weeks
- Laser Lipo produces lasting results because it eliminates fat cells
- Future weight gain will happen in areas where the procedure was not performed
- Laser Lipo can be repeated on the same area, whereas liposuction may not be performed on the same area more than once

Why Laser Lipo is replacing Traditional Liposuction

Traditional Liposuction is:

- Not a weight loss solution
- #1 surgical cosmetic procedure among both men and women
 - Though the procedure is popular, consumers are clearly looking for a new way to get rid of unwanted fat on their bodies. Searches reveal many “alternatives” to liposuction such as fat-burning pills and body-contouring procedures promising safer, faster results with less pain and risk.
- Can result in areas of lumps and strange contouring of the skin after the fat has been removed
- An injection of a solution (saline, anesthetic, and epinephrine) is used to contract the blood vessels
- Loose skin remains where the fat was suctioned out
- 10-15 lbs is the maximum amount of fat removed
- Major side effects include:
 - Bruising
 - Numbness
 - Pain
 - Scarring
 - Swelling
 - Limited mobility (depending on the area where the procedure was performed)
 - Risk of shock increases since so much fluid is removed from the body at one time

- Most plastic surgeons are emphasizing newer alternatives to liposuction, since emerging procedures such as Laser Lipo are safer and provide the patient with more benefits.

FOR IMMEDIATE RELEASE

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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.

Essure®

Women seeking permanent birth control now have a minimally invasive option with Essure®. Spring-like coils are inserted through the body's natural pathway (vagina, cervix and uterus) and into the fallopian tubes. The body works with the micro-inserts to form a tissue barrier that prevents sperm from reaching the egg, giving you a birth control method you can rely on. Women who want a birth control that does not contain hormones and who are not candidates for traditional tubal ligations (getting the 'tubes tied') are good candidates for Essure.

- Essure® is 99.8 percent effective
- Covered by most insurance plans
- Procedure involves no incisions or anesthesia
- Unlike tubal ligation and vasectomy there are no punctures, burning or tying
- Takes about 25 minutes to complete
- Essure® is permanent and cannot be reversed
- Recovery time at home is typically 1 to 2 days and may include the following symptoms:
 - Cramps (like menstrual cramps)
 - Discharge (like a light menstrual flow or spotting)
 - Mild nausea or vomiting (related to anesthesia)
 - Fainting or light-headedness following the procedure (related to anesthesia)
- It normally takes about three months for Essure® to be fully effective
 - Your body and the micro-inserts work together to form a tissue barrier that prevents sperm from reaching the egg.
 - You will need to use another form of birth control during this time.
 - After three months, your doctor will perform an HSG to confirm that your tubes are completely blocked

Spring-like Coils

- Made from polyester fibers and metals (nickel-titanium and stainless steel)
 - These materials have been studied and used in the heart and other areas of the human body (e.g., heart valve replacements, blood vessel grafts, and abdominal repair) for many years.

NovaSure®

One in five women experience unusually heavy menstrual bleeding. NovaSure® is an endometrial ablation procedure that provides an effective and minimally invasive

outpatient alternative to hysterectomy, while avoiding the potential side effects and longterm risks of hormone therapy.

- Alternative to hysterectomy
- Delivers precisely measured electrical energy via a slender, handheld wand to remove the endometrial lining
- Quick, simple and safe
- Requires no incisions
- Only a local anesthetic may be needed
- Generally takes less than five minutes
- Convenient because it can be performed at any time during your cycle, even during your period
- No endometrial pre-treatment
 - NovaSure® eliminates the cost, potential side effects, and delays in treatment commonly associated with endometrial pretreatment
- Over 93 percent of patients treated with NovaSure® were satisfied or very satisfied with the procedure 12 months after treatment
- Over 97 percent of patients indicated that they would recommend NovaSure® Endometrial Ablation to a friend

Herzog Weight Loss Program with Univera®

Herzog Laser Center uses Univera® all-natural products that support fat burning without harmful side effects for our personalized weight loss program. The right nutritional support, combined with a healthy, balanced diet and exercise, can help you lose weight and improve your overall health. Our program is designed to help you change your lifestyle so that you will achieve and maintain lasting results.

Dr. Herzog will design a program that is tailored to meet your specific needs and weekly weight management sessions will ensure that you get the results you desire.

- Weekly meetings
- Personalized programs
- Realistic goal setting
- Diet and exercise plans

Univera® Natural Health Products

- Revolutionary line of nutritional products
- Developed with healing and regeneration in mind
- Products nourish, restore, fortify and vitalize
- Utilizes the science of cell renewal and delivers science-based natural health products that will make a difference in how you look and feel