

Discover the Best in Non-Invasive Body Contouring

VelaShape® III

MEDIA GUIDE

Tips for New Moms

Get Your Figure Back Fast

*stop
saying*
what if!

Shrink Those
Trouble Spots Now

Feel More
Comfortable in
This Season's
Fashions

A SLEEK
PHYSIQUE
IN JUST

28 days

*the
experts
speak!*

Top Physicians
Talk Body Shaping

A Real
Housewife
Gets Real

Ramona Singer Shares
Her Beauty Secrets

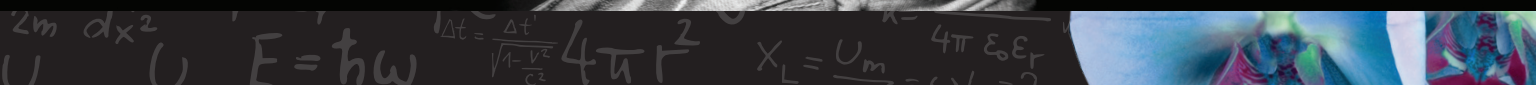
find your *fit*

Comfortably

Easily

Quickly

Safely



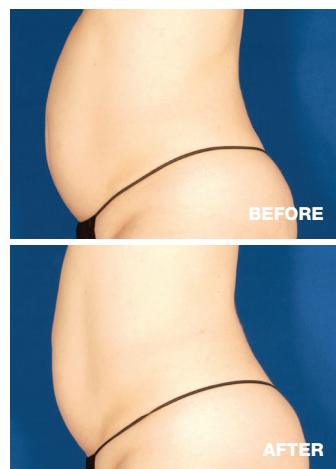
WHAT IF
the
FITTING ROOM
was where
EVERYTHING FIT?

Lose one whole dress size and
reduce the appearance of cellulite!

Talk to your treatment provider about VelaShape, a comfortable
body shaping procedure that delivers results quickly, safely and
effectively! The VelaShape combination of energies delivers results
without discomfort. And with unparalleled effectiveness and no
downtime, you'll get the perfect fit—fast.

VelaShape®

Non-Invasive Body Contouring



Post 1 treatment | R. Amir, M.D.

Treat yourself to a *sexier figure!*

It's estimated that anywhere from 85% to 98% of women over the age of
16 have cellulite. VelaShape is the non-surgical alternative that has been
clinically proven to temporarily reduce the appearance of cellulite while
smoothing and shaping the areas that diet and exercise can't quite fix.

With over 10,000 procedures performed every day across the globe,
you can bet that there's a lot of talk about VelaShape. Take a look at
what people are saying about this amazing cellulite and circumference[†]
treatment, which remains the most trusted technology for non-surgical
body shaping.

VelaShape is the global leader
in body shaping:

over **40** clinical studies
to support VelaShape
technology

over **4.5** million
procedures performed

over **8,000** devices
installed worldwide

over **10,000** procedures
performed daily

Syneron Candela's vast experience and
research in producing effective body
contouring devices has contributed to the
outstanding success of the VelaShape III.

over
500,000,000
people have
heard about or seen
VelaShape systems

contents

3 About
VelaShape

4 VelaShape
in Print

8 VelaShape
Online

9 VelaShape
Goes Social

10 VelaShape
on the Air

12 Moms
Speak Out

14 Women
Talk Figures
& Fashion

16 Clinical
Results

Vogue

A contributor describes her first-hand experiences with VelaShape, noting that she has experienced a “2.5 cm reduction of [her] waist, thighs and lower back” and that she’s feeling “taut in [her] new jeans.”



O Magazine

Oprah Winfrey's signature magazine refers to VelaShape as one of “the most promising” systems for the temporary reduction in cellulite.

IS CELLULITE

BY KRISTIN CICCARELLI

There are certain unflattering things in life that, in order to truly believe in them, one must suspend logic in the face of hope. And for the most part, the possibility of that ideal One Drop treatment remains a distant dream. And even if it were the end of the world, cellulite on one's legs and thighs. Why do we refuse to give up hope for these potentially impossible treatments? Because we desperately want them to be true. There simply must be a “cure” for cellulite!

BUT FIRST, WHAT IS CELLULITE, AND WHAT CAUSES IT?

In one word, cellulite is fat. It is made up of little pockets of fat trapped under connective tissue that is thick enough for the fat to go through it, and because visible when skin is so thin in the skin's surface. Contributing factors include genetics, hormones, pregnancy, age, and a diet high in saturated fats, and a sedentary lifestyle. But experts agree—once if you could change all of these factors, you might still have cellulite, and no one really knows why.

MY PERSONAL QUEST FOR THE CELLULITE CURE

Though I am by no means a medical expert, I am a bit of a cellulite novice. I even know which celebrities show the affliction. (There those like Oprah phoned.) When it comes to cellulite treatments, you name it—I've probably tried it. In my paper column, called from under the hood, I've published articles on the treatment, including laser, radiofrequency, and ultrasound. And I've been, for “Bachelorette,” describing body wraps, deep tissue massage, jumping rope and compression. Did any of them work? Eh. (Or have the complete was a good investment—my little boy now enjoys hanging out with me (Cecilia Rosemont).

CONSISTENCY IS KEY

To be fair though, I have been known to abruptly abandon beauty routines.



FINALLY “CURABLE”?

means that don't deliver instant results. And in researching new cellulite treatments for this article, we would have prying up from both the authorities who perform anti-cellulite treatments and their unflinching customers—consumers. Whether you are trying out a new cream, diet and exercise regimen, or laser treatment, to maintain results you must be willing to stick with it consistently—and, yes, forever.

PRODUCTS AND TREATMENTS THAT OFFER PROMISE
In the war against cellulite, the battle must be daily. And though many creams make great promises, the reality is they can only temporarily improve the appearance of cellulite—one make it go away. Having said that, there are a few products that get consistently high consumer ratings on popular consumer websites, including **ROSE FAVORITUM**, featuring encapsulated caffeine molecules for “quick and targeted delivery”; **WISARD FIRM AND TONE** with encapsulated liposome molecules; and **CAUDALIE CONTOURING CONCENTRATE**, noted as a “100 percent natural body treatment concentrate designed to refine figures by promoting drainage [of cellulite].” I'm not so sure about the drainage part, but hey, it results do make a difference in the long run.

And for the last moment, the after-promising results (and, believe me, cellulite), **VELASHAPE** uses radiofrequency, infrared light and vacuum/massage to contour, shape and skin the body while reducing cellulite and treating problem areas, including cellulite and cellulite treatment. **VELASHAPE** is an advanced and managed treatment that promises to “temporarily reduce the appearance of cellulite, and increase local blood circulation and lymphatic drainage.” While initial results with these treatments are reportedly quite impressive, optimal results last only as long as you are sticking to the treatment maintenance program. Following a healthy diet and exercise plan, and dividing plenty of water. Ask a specialist local technician not only how any local treatment you will have but also how many maintenance treatments to determine whether the option fits your budget and schedule.

The good news is that even though there is still no cure for the common cold, or cellulite, with consistency the progress of both can be managed quite well. (Changing Diet Draper is another story, but we'll leave that to Barry.)

InWithSkin

Contributor Kristin Ciccicarelli spotlights VelaShape in an article titled “Is Cellulite Finally ‘Curable’?”

Harpers Bazaar

Dr. Jon Turk notes that with VelaShape treatments, “cellulite will be temporarily improved for three to six months.”



Allure

Dr. Neil Sadick, clinical professor of dermatology at Weill Cornell Medical College in New York City, calls VelaShape technology the “gold standard of non-invasive treatments due to the relative abundance of peer-reviewed clinical studies.”

Shape

In the article “Look Better Naked,” *Shape* contributor Carly Cardellino refers to cellulite as a “Confidence Killer”—but VelaShape offers a safe and effective solution. According to Dr. Jamé Heskett, VelaShape “addresses all the causes of cellulite,” using infrared light and radio frequency to heat the skin. This breaks up fat cells and stimulates the production of collagen. “At the same time,” Cardellino writes, “mechanical rollers and vacuum suction deliver a deep-tissue massage that boosts circulation and drains fluid.” The *Shape* article also



points out that the treatments are fast and painless, making them an ideal body shaping option!



VelaShape® in print

Some of your favorite fashion and beauty magazines have discovered the non-surgical body shaping of VelaShape!

Life & Style

VelaShape is in the spotlight as a method celebrities use to beat cellulite.



Men's Fitness

The benefits of VelaShape for men are discussed in an article titled “When Dieting Doesn't Work.”

New methods: How stars cheat

Mesotherapy Dr. Bissoon introduced this \$750-per-session fat-melting process in the U.S. It involves injecting a fat-shrinking, circulation-increasing cocktail into the skin. (Up to 15 sessions may be needed.)

Endermologie Over the course of seven to 12 sessions (at up to \$100 each), a massage machine kneads the skin and breaks down fatty deposits under it. (Each session lasts roughly 35 minutes.)

Accent Dermatologist Dr. David Goldberg uses radio waves to break down cellulite and tighten skin for up to two years. (At least six sessions, at up to \$1,000 each, are required.)

VelaShape The combination of a heating-and-massage system reduces fat cells, smooths skin and reshapes legs. (Four treatments, at up to \$400 each, are advised.)

New Beauty

An overview of new aesthetic treatments notes that VelaShape feels “sort of like a deep tissue massage but with more heat” and points out the lack of downtime involved.

InTouch Weekly

Cellulite can affect women regardless of their age or weight, according to Dr. Lisa Zdinak. VelaShape, the article announces, helps “combat cellulite and smooth away ... trouble spots.”



Health

“Zap excess pockets of fat” with VelaShape III, which “improves the look of cellulite and improves jiggly bulges.”



Allure

Looking for a non-invasive alternative to liposuction? The experts at Allure point to VelaShape, which is FDA-cleared to reduce circumference.



Cosmopolitan

Think of your fat cells like grapes—VelaShape shrinks them like raisins! A combination of energies makes the fat cells more porous, so fatty acids are released into the bloodstream and are metabolized away.



New Beauty

The appearance of cellulite can be softened and improved, according to Dr. Bradley Calobrace. VelaShape treatments are spotlighted as an effective way to accomplish this!



U.S. Weekly

New York Housewife Ramona Singer says that a VelaShape treatment every summer is one of the ways she maintains her look without surgery.

The Sun

What helps Kim Kardashian keep her shape? According to the UK-based Sun, Kim remains a fan of VelaShape. In fact, she first blogged about it back in 2008 (see page 9)!



Chicago Parent

According to the author, VelaShape is not only “the pioneer in non-invasive body shaping and cellulite reduction,” but it’s also “painless and fast-acting.”



BLUR STRETCH MARKS

Motherhood brings many joys but also unwanted changes, like stretch marks, which I obtained during my pregnancy. Four years post-delivery they still bothered me (yes, I subjected myself to every cream and potion out there) so I opted to have a series of VelaShape treatments, which, by tightening up the skin, would help fade them. Using heat, suction and massage, the first few sessions were uncomfortable but toward the end, it felt like nothing. Now, my stretch marks are faintly visible and the skin on my lower stomach is tighter too—talk about a two-for-one beauty benefit!

Executive Beauty Editor Elise Minton tried VelaShape treatments and found that they reduced the appearance of her post-baby stretch marks!

New Beauty

Wondering about mesotherapy? According to Dr. Sanjay Grover, this often painful and disfiguring treatment has been almost completely replaced with safe, effective VelaShape treatments.



What Causes Cellulite?

Many women can experience the appearance of cellulite, from genetics and hormones to diet and exercise.

No matter what the cause, here's what's happening in your body:

FAT CELLS

Fat cells expand when they eat. The cells expand when they eat and store extra calories as fat. This leads to the bumpy effect we notice on cellulite.

FIBROUS CORDS

Fat cells are held in place by fibrous cords. The cords are made of collagen and elastin. When they stretch, the cords pull on the fat cells, making them look like they're being pulled apart.

DIMPLING

The cords are stretched when they pull on the fat cells. This leads to the dimpling effect we notice on cellulite.

1

2

3

Why don't men get cellulite?

Men don't have the same cords as women. The cords are made of collagen and elastin. Men have a different structure of collagen and elastin, so they don't get cellulite.

85% to 98% of women have cellulite.

It's not a disease. It's a normal part of being a woman.

If you're worried about cellulite, you're not alone!

45% of women who have cellulite are also overweight.

We've tried lots of ways to get rid of cellulite.

Cellulite first appeared in the 1950s. At the time, the only way to get rid of it was through surgery. But since then, people have tried to get rid of it in many other ways.



WE'VE TRIED EXERCISE & MASSAGE

EXERCISE & MASSAGE

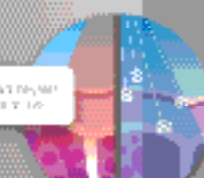
Exercise and massage can help improve circulation and reduce the appearance of cellulite. But they don't get rid of it.



WE'VE TRIED CREAMS, LOTIONS & POTIONS

CREAMS, LOTIONS & POTIONS

Creams, lotions, and potions can help improve the appearance of cellulite. But they don't get rid of it.



WE'VE TRIED MINIMALLY INVASIVE CELLULITE TREATMENTS

MINIMALLY INVASIVE CELLULITE TREATMENTS

Minimally invasive treatments can help improve the appearance of cellulite. But they don't get rid of it.



LIPOSUCTION

Liposuction can help improve the appearance of cellulite. But it doesn't get rid of it.

VelaShape Gets Results!

Here's how it works:



The only non-invasive treatment FDA-cleared to reduce the appearance of cellulite.

Free up to one whole dress size.

VELASHAPE ROLLER
CHILLS FAT CELLS,
MAKES THEM MORE
EASY TO REMOVE
FROM THE BODY.

ALUMINUM ROLLER
STRETCHES THE SKIN,
MAKING IT MORE
EASY TO REMOVE
CELLULITE.

RF ROLLER
HEATS THE SKIN,
MAKING IT MORE
EASY TO REMOVE
CELLULITE.

RF ROLLER
HEATS THE SKIN,
MAKING IT MORE
EASY TO REMOVE
CELLULITE.

There's no downtime with VelaShape. You can go back to work or exercise right after your treatment.

It's really a unique combination of technology that makes VelaShape the only non-invasive treatment that can reduce the appearance of cellulite.

VelaShape is the Proven, Non-Invasive Body-Shaping Solution.



FAST

See results in as little as 2 weeks. VelaShape is the only non-invasive treatment that can reduce the appearance of cellulite.



SAFE

VelaShape is the only non-invasive treatment that can reduce the appearance of cellulite.



COMFORTABLE

VelaShape is the only non-invasive treatment that can reduce the appearance of cellulite.



EFFECTIVE

VelaShape is the only non-invasive treatment that can reduce the appearance of cellulite.

VelaShape is the only non-invasive treatment that can reduce the appearance of cellulite.



RealSelf.com

Dermatologist Todd Becker discusses the benefits of VelaShape. According to Dr. Becker, "it's really changed the idea that you need surgery to contour the body."



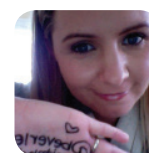
ColoradosBest.tv

No matter how much we diet or exercise, problem areas can remain. Colorado's Best calls VelaShape "cutting-edge technology" that helps you "contour your body" and "tighten your skin."

Ever wonder what causes cellulite?
open here
to find out!

totalbeauty.com

"No downtime required," says beauty writer Erica Smith, making VelaShape a quickie tip for treating cellulite and loose skin.



beverley mitchell @beverleymitchel
Love my @VelaBabe treatment with Dr. Shieh @DrMcBeauty. Getting tight and toned for my trip to the #Caribbean!



Lacey Chabert @lamLaceyChabert
Just finished my first set w/ @DrMcBeauty of @VelaShape treatments. Loved it! So glad I finally tried it. #bikininotsosary



Tatyana Ali @OfficialTatyana
Thanks so much @DrMcBeauty. You guys are fantastic! I almost fell asleep during my VelaShape session. So relaxing! And I'm losing! @VelaBabe



Brandi Glanville @BrandiGlanville
Wanted 2 say thank u 2 @VelaShape & @WestsideMedSpa 4 helping me get tight & toned for bikini season! #poochbegone

VelaShape[®] *online*



All across the web, medical and beauty experts are giving their readers and viewers some compelling reasons to link up with the cellulite and circumferential reduction of VelaShape.

Parade

parade.com

Parade calls VelaShape one of the high-tech professional treatments to help "start your way to looking and feeling fab."

DAILY
MAKEOVER

DailyMakeover.com

Dr. Paul Flashner points to VelaShape treatments as FDA-cleared to reduce cellulite and circumference, as well as improve circulation.



RealSelf.com

Dr. Jason Emer of Beverly Hills discusses both the effectiveness of VelaShape III and the safety. "When it's done right," he says, "the risk is almost nothing."

RealSelf

VelaShape[®] *goes social*

When it comes to VelaShape, the celebrities are talking—and blogging and tweeting!



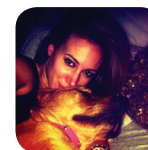
Ashley Jones @AshleyAJones
Just talking about @VelaBabe with a friend. Love it. It feels like a massage. @WestsideMedSpa



amy davidson @AmyDavidson
Getting ready for summer!! Ran stairs then did @VelaShape at @WestsideMedSpa #feelinggood!



Christina Milian @CMilianOfficial
Going 2 see @DR_90210 to do my 1st VelaShape treatment. Body after baby needs a lil' help 2 smooth out these thighs!

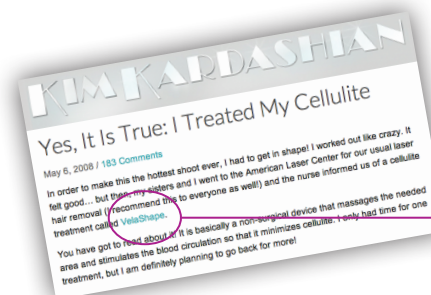


Haylie Duff @HaylieK
@drmcbeauty getting me ready for a vacay with @velaBabe xo

HIGH FASHION
MAGAZINE

HighFashionMagazine.com

VelaShape III treatments can help you "tackle 'cottage cheese' [and] leave you feeling confident."



kimkardashian.celebbuzz.com

When reality TV star Kim Kardashian needed to get into peak shape, she not only hit the gym, she also got a VelaShape treatment! For years, Kim has been talking—and blogging—about the procedure and how it helped her treat her cellulite.

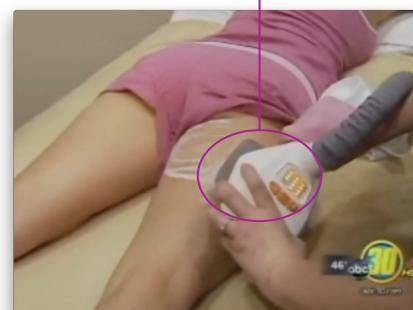
**CBS Chicago
“New Beauty
Products for
2014”**

Meredith Sinclair of Chicago Parent stops by to talk about the latest beauty trends for the new year, including VelaShape III.



**ABC Action News Fresno
“Health Watch”**

Even marathon runners can have trouble getting rid of cellulite. This news segment tells one woman’s story—and how VelaShape has helped.



**E! News
“Cellulite Busters”**

The program highlights Kim Kardashian’s experiences with VelaShape.



**The Early Show
“Red Carpet Ready”**

Dr. Anthony Youn gives advice on how to look like a star, demonstrating VelaShape live on TV.



**Rachael Ray
“Post-Baby
Body”**

An aerobics instructor who’s recently had a baby undergoes a VelaShape treatment with great results.



**Access Hollywood
“Dish of Salt”**

Dr. Sanjay Grover performs a VelaShape treatment on *Real Housewives* star Gretchen Rossi.



**The Dr. Oz Show
“7 Days to Turn Your Health Around”**

Dr. Lori Brightman and Dr. Oz present the science behind VelaShape as well as live demonstrations and before and after results.



**Good Morning
America
“Summer Legs”**

Dr. Cameron Rokhsar states that VelaShape is “effective for temporary treatment” offering potential “improvement for six months to a year.”



**The Doctors
“Best Treatment
for Legs”**

Dr. Glynis Ablon demonstrates VelaShape as a way to “bust fat and cellulite” with reduction of 1 to 3 inches possible.



**Balancing Act
“Health and Wellness Makeover”**

The popular Lifetime series presents a woman who uses VelaShape to tighten her belly before her wedding day.



**Dr. Phil
“Robin’s
Makeovers”**

VelaShape is presented as a “30 Days to Thinner Thighs” treatment.

VelaShape® *on the air*

With no downtime, no discomfort and proven results, it’s no surprise that VelaShape is making the news—and attracting the attention of some of TV’s most popular programs.

mom's speak out!

A look at how women view their bodies post-pregnancy*:

69% of women describe themselves as unhappy with their body after giving birth

the stomach is one area that most women (77.2%) say they cannot seem to get back in shape

more than half (57%) of women surveyed say they think about their body shape daily

women report gaining an average of 31 pounds during pregnancy

“It's easy for new moms to become overwhelmed. All too often, as we try so hard to fit the mold of 'good parent' or 'perfect mom,' it becomes easy to lose ourselves in the process. Our physical appearance is usually the first to go. But the truth is you are not the best mom unless you are the best YOU! Maintaining your health and style are extremely important, and a beautiful body after baby is an attainable goal.”

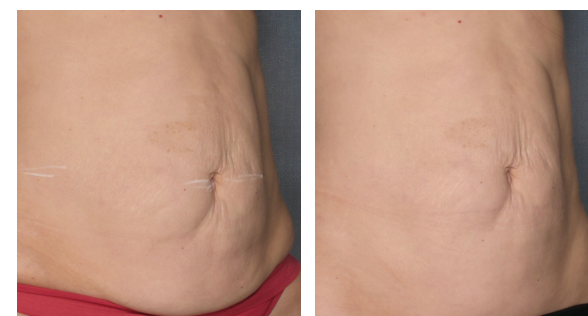


— Jessica Denay
Author of
*The Busy Mom's Guide
to a Beautiful Body*

Want Your Pre-Baby Body Back?

VelaShape® Can Help!

The arrival of a new baby brings countless changes to your life—and your body. The proven cellulite and circumference reduction of VelaShape can help you get back to your pre-baby shape in as few as three sessions.



Before Post 3 treatments
Photo courtesy of Laser & Skin
Surgery Center of New York

Patients report
circumferential reduction
from 0.8 to 3.9 inches! **

* Based on a survey of 500 women commissioned by VelaShape and conducted by M/A/R/C Research, 2008.

** Results of a clinical trial conducted by Marc Winter, M.D. and Yoni Iger, Ph.D.



millions of women agree
they'd like to touch up their look!*

Only 8% of American women are very satisfied with their current appearance.

81% admit they're concerned about maintaining their body shape

70% worry about developing a tummy bulge

55% fear that muffin tops are on the horizon

45% are afraid cellulite will remain a concern

And today's fashions accentuate women's figures, making body shaping an even more attractive option!

“The Little Black Dress is timeless, and its appeal extends across all generations. Today's Little Black Dress is cut shorter and it's figure-flattering, which is why VelaShape is so relevant today. It helps make timeless perfect!”

— Rickie Freeman, Founder of Teri Jon



Vela

The Little Black Dress
Make Timeless Perfect

Sleek lines. Effortless elegance. The Little Black Dress is the modern representation of classic styling. VelaShape helps you make that timeless sophistication all your own by reducing the appearance of cellulite and shrinking circumference[†] in those areas that diet and exercise might not reach. Make your Little Black Dress your Little Vela Dress, and make your timeless look perfect.

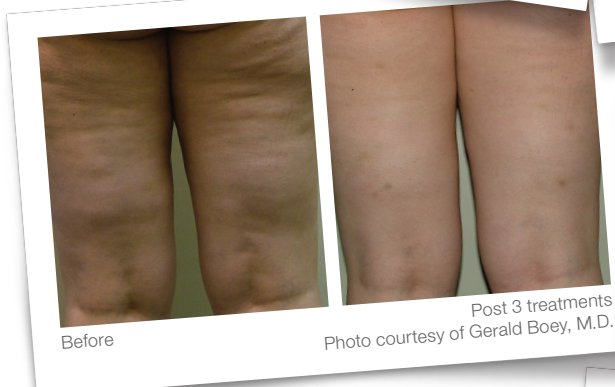
VelaShape®
Non-Invasive Body Contouring

www.velashape.com

* Survey of 1,045 women 25 and over commissioned by Syneron Medical, Ltd. and conducted by Kelton, 2012.

VelaShape®

clinical results



† The VelaShape III system is FDA-cleared for temporary reduction in the appearance of cellulite and temporary reduction of thigh and abdominal circumference.

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