

## **NEW ANTI-CELLULITE TECHNIQUE DELIVERS LONG TERM, VISIBLY SMOOTH SKIN WITHOUT PAIN**

No Needle Mesotherapy offers patients advanced non-invasive technology to combat cellulite – top beauty concern for women

**DALLAS, Sept. 6, 2005** -- Medical research shows that cellulite affects 80 to 90 percent of women. According to recent surveys conducted on behalf of No Needle Mesotherapy, more than 40 percent of women think getting rid of cellulite will boost their self confidence and more than half of women in the United States have attempted to eliminate it. More than 300 women, including Hispanic women, responded to surveys conducted on behalf of No Needle Mesotherapy.\*

Survey findings show that more than half of the women polled have tried to get rid of cellulite, and the top three treatments tried include: exercise (55%), weight loss (36%) creams or gels (15%). Hispanic women are even more inclined to have tried to get rid of cellulite. When responding to the same survey questions, more than two-thirds (68%) of Hispanic women have tried some type of method, including creams and gels (27%), and massage (14%).

While many women believe being overweight causes cellulite, the skin condition is caused by a variety of factors, including poor circulation and trapped fat cells, among other things.

No Needle Mesotherapy is a new, non-invasive medically supervised treatment that utilizes laser technology and a sequence of electrical waveforms to reduce the appearance of cellulite. In addition, physicians may prescribe special topical medications that enhance the effect of the no-needle technique.

The No Needle Mesotherapy treatment is administered using a combination of light energy and electrical waveforms to increase local circulation in affected tissue areas. Because it is non-invasive, the treatment poses no known health risks for healthy patients, there are no known side effects and patients require no recovery time. The treatment also eliminates the potential for bruising or swelling.

Research from the American Society of Aesthetic Plastic Surgeons demonstrates a consistent increase in patients seeking surgery to correct appearance. Liposuction tops the list as the most common procedure, driven by a desire to lose weight and inches.

But while there is increased demand for cosmetic surgeries, cost is the leading factor why women don't decide to pursue surgical options to address their physical appearance concerns. According to 167 women ages 18 to 44 interviewed for the No Needle Mesotherapy survey, in addition to cost, women who have not undergone an invasive procedure cite the following reasons:

- They might not be happy with the results, say 56 percent of the women;
- They don't know enough about available treatments, say 51 percent of the women;
- They don't trust the doctor, say 50 percent of the women;
- Pain, say 45 percent of the women;
- Time needed to recover, say 41 percent of the women.

When responding to No Needle Mesotherapy survey questions, 154 Hispanic women interviewed agreed that cost was the primary reason for not getting a procedure (66%), and cited they also are concerned that they may not be happy with the results (57%), but are more likely to be concerned about pain (51%) and recovery time (40%) than they are with their knowledge of available treatments (33%) or trust of the physician (34%).

More than 50 doctors in the United States are trained to offer No Needle Mesotherapy to their clients as a non-invasive treatment option. Patients can choose to receive this treatment in a doctor's office, with trained professional staff, and expect to see a reduction in cellulite with 6 to 10, 30-minute sessions.

Patients interested in this new treatment can visit [www.noneedlemesotherapy.com](http://www.noneedlemesotherapy.com) to find a trained doctor that offers the procedure in their area. More information about the treatment also is available on the website.

*\*Two separate surveys were conducted, one of general population and one of Hispanic women. The general population survey was conducted on behalf of No Needle Mesotherapy by Opinion Research Corporation; June 16-19, 2005 among 167 women aged 18-44. The margin of error at the 95% confidence level is plus or minus eight percentage points. A total of 154 telephone interviews were conducted with a national sample of Hispanic women between the ages of 18 and 44, via NOP World Hispanic OmniTel omnibus survey. Interviewing was conducted between June 15 and 22, 2005. The sampling error for this study is +/- 8 percentage points at the 95 percent confidence level.*

###