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New Zerona™ Laser Zaps Fat with Light, Not Liposuction

Low Level Laser Proves Non-Invasive Alternative to Surgery

McKinney, TX April 3, 2008 – Erchonia Medical, the leading low level laser technology manufacturer in the United States, today announces the launch of Zerona™, a low-level laser designed to remove fat and contour the body without invasive surgery. Zerona™'s launch coincides with the conclusion of Erchonia's pilot study, recently presented to the American Society of Lasers in Medicine and Surgery. The study's data revealed that in two weeks of trials with the Zerona™ laser – without surgery, diet restrictions or any other adjuncts – patients lost an average of five to six inches from their waists, hips and thighs.

In contrast to high-power, high-heat lasers that are used in various surgical procedures, the new Zerona™ laser produces a low-level, or cold, output that has no thermal effect on the body's tissue. Instead, the non-invasive laser helps the body absorb fat by stimulating biological function. Excess fat is then removed naturally by the body without the negative side effects and downtime associated with more invasive procedures such as liposuction.

Renowned plastic surgeon Rodrigo Neira, M.D. who participated in the pilot study explains, "Extensive research shows that fat congregates in interstitial spaces for a certain amount of time. The Zerona™ laser stimulates the body to rid itself of that excess fat using the body's normal processes. We were amazed with the results after using the laser on patients over a period of just two weeks."

In addition to the completed pilot study, a double blind, randomized, multi-site and placebo controlled study is currently underway. Already the results are consistent with the previous pilot study; in two weeks of treatment, patients are losing as much as nine inches, and an average of over five and a half inches, compared to the placebo group that's losing on average a half inch.

Charlie Shanks, VP of Erchonia Medical, is greatly encouraged by the results. "We believe Zerona™ is the future of body contouring without surgery. We expect to have the clinical trial completed in April 2008 and then plan to submit our data to the FDA for market clearance."

Erchonia lasers have achieved FDA market clearance (510K) for liposuction in 2004, acne in 2005, chronic pain in 2001, and just recently for breast augmentation in April 2008.

About the protocol in the clinical trial: Placebo patients were treated with a 635nm L.E.D. The test group was treated with the Erchonia Medical Zerona™ Laser. All patients were treated six times over two weeks. Patients were instructed not to restrict their diets. Patients did not feel pain during the non-invasive treatment, did not receive anesthesia, and assumed normal activities after each treatment.

About Erchonia Medical

Based in McKinney, Texas, Erchonia has emerged as the leader in low-level laser technology. Erchonia was founded in 1996 in order to advance the art and science of health through the development and distribution of technologically superior bio-medical products. The Erchonia laser has been proven to be effective for the treatment of many musculoskeletal conditions, wound healing, arthritis, carpal tunnel, various dermatological disorders, soft tissue injuries, and overuse syndromes. The Erchonia laser was also FDA approved for liposuction in 2004. To find a surgeon or for more information on Erchonia, please visit www.erschonia.com.

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