



Zerona LLLT Receives Industry-First FDA Clearance

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For the past several years Zerona low-level laser therapy (LLLT) for body contouring has had its fair share of critics. However, with sound science and clinical outcomes supporting the mechanism of action, industry experts are praising Zerona's strong foundation of rigorous research backing its fat reduction and body contouring applications. With this foundation and a recent, industry-first FDA clearance for the reduction of upper arm circumference, these critics may at last be silenced.

Scientifically Proven Technology Now Offers Arm Circumference Reduction

Developed by Erchonia Corporation (McKinney, Texas), and marketed exclusively by Primcogent Solutions (Dallas, Texas), Zerona utilizes a patented 635 nm diode laser, which delivers five rotating, line-generated coherent laser beams for non-invasive, safe

and effective circumference reduction of the waist, hips and thighs. Now, a new device using this proven core technology, Zerona AD, has been granted an industry-first FDA clearance for circumference reduction of the upper arm, another innovative milestone for the brand.

Like its predecessor, Zerona AD utilizes the same proprietary method of delivering the 635 nm wavelength and applies a similar protocol: a series of six, 20 minute treatments per arm over a two week period. "The Zerona technology is very easy to use," said Jamé Heskett, M.D., founder and medical director of Wellpath (New York, N.Y.). "There are no parameters to adjust related to energy delivery, as there would be with a thermal laser or other light-based therapy." Recently, Dr. Heskett was featured on The Dr. Oz Show demonstrating the ease of use and safety of the original Zerona body system. "The only preparation for the patient is that they must be well hydrated, which improves the overall result," she noted. The outcome is fully realized within just a few weeks, she added. "People who come properly hydrated and follow the treatment with a healthy lifestyle will be very satisfied with the results."

Ease of use is one of the big advantages with Zerona. According to Patricia Ogilvie, M.D., an aesthetic dermatologist in Munich, Germany, "In aesthetic medicine it's always good when a therapy does not require much attention to safely and effectively use it. This frees ancillary personnel to do other tasks. Zerona is so safe and easy to use that there are no worries with treatment. Once you set up the device properly and turn it on, you walk away for the required amount of time and the lasers automatically complete the treatment. Any properly trained staff member can perform the treatment. There is no risk of burns or side effects because Zerona is what we call a cold laser."

One unique aspect of the Zerona treatment that patients love also increases critics' skepticism. Since the modality's mechanism of action is photochemical and causes no thermal or acoustic effect, there is no pain or physical sensation, which makes some question whether Zerona is really working. "It is important to manage this by educating patients properly," said Dr. Ogilvie. "Patients, and practitioners as well, seem to have a deeply ingrained idea that if there's no pain, nothing can be happening. The clinical results refute this but it is still difficult for some people to accept."

R. Stephen Mulholland, M.D., plastic surgeon and medical director of SpaMedica Cosmetic Surgery and Laser Skin Care Spa (Toronto, Ontario, Canada), agreed. "I think the general attitude that if a therapy isn't producing pain it can't be doing anything, has been pervasive in our field, and was an obstacle to the initial acceptance of Zerona LLLT. Zerona also seems to have been a victim of its own press as well. There was a lot of hype about what it