

# WHAT IF the FITTING ROOM was where EVERYTHING FIT?

## 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

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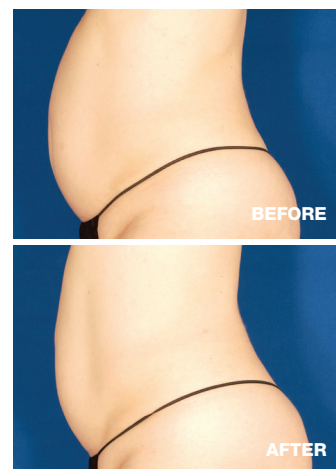
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Lose one whole dress size and reduce the appearance of cellulite!

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.

**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.”



**IS CELLULITE**

BY KRISTIN CICCIARELLI

There are certain cellulite things in life that, in order to truly believe in them, one must expect to be in line of hope. A case for the cause could be the possibility of that Dior Drape containing fat-burner ingredients, instead of some kind of weight-reducing cellulite cream.

**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 the skin. The fat is pushed up by the pressure of the skin, and because the skin is so thin in the areas where cellulite occurs, the fat is pushed up, creating the dimpled appearance.

**MY PERSONAL QUEST FOR THE CELLULITE CURE**  
I thought I was the only one who had a cellulite cure. I even knew which cellulite cream to use. I had a cellulite cure. I had a cellulite cure. I had a cellulite cure.

**CONSISTENCY IS KEY**  
To be fair though, I have been known to skip a few sessions.



**FINALLY “CURABLE”?**

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

**PRODUCTS AND TREATMENTS THAT OFFER PROMISE**  
In the way against cellulite, the best news is daily. And though many creams make great promises, the reality is that you will temporarily improve the appearance of cellulite—no matter if you use a cream, diet and exercise regimen, or laser treatment.

**THE GOOD NEWS**  
That even though there is still no cure for the common cold, or cellulite, with ongoing the progress of health care for managing your weight (changing Diet Dr. is another story but we'll leave that to Barry).

**InWithSkin**

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



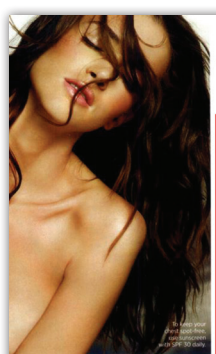
**Allure**

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



“It's not about being skinny or fat when it comes to cellulite.”

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!

**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.)

**Life & Style**

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



**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.

**Men's Fitness**

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



**Harpers Bazaar**

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



**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 jiggy 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.



**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.



**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.



**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.”



**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!



**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!

# 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 you eat. The extra fat is stored in the fat cells, which are packed together in the skin.
- FIBROUS CORDS**  
Fibrous cords connect the fat cells to the skin. The cords are made of collagen and elastin.
- DIMPLING**  
The cords are shorter in some places than in others. This makes the skin appear to be dimpled.



**Why don't men get cellulite?**  
Men don't have fibrous cords. Instead, they have a thicker layer of fat. This layer of fat is more evenly distributed, so men don't get cellulite.

**85% to 98%** of women have cellulite.  
**45%** of women have cellulite on their thighs.

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

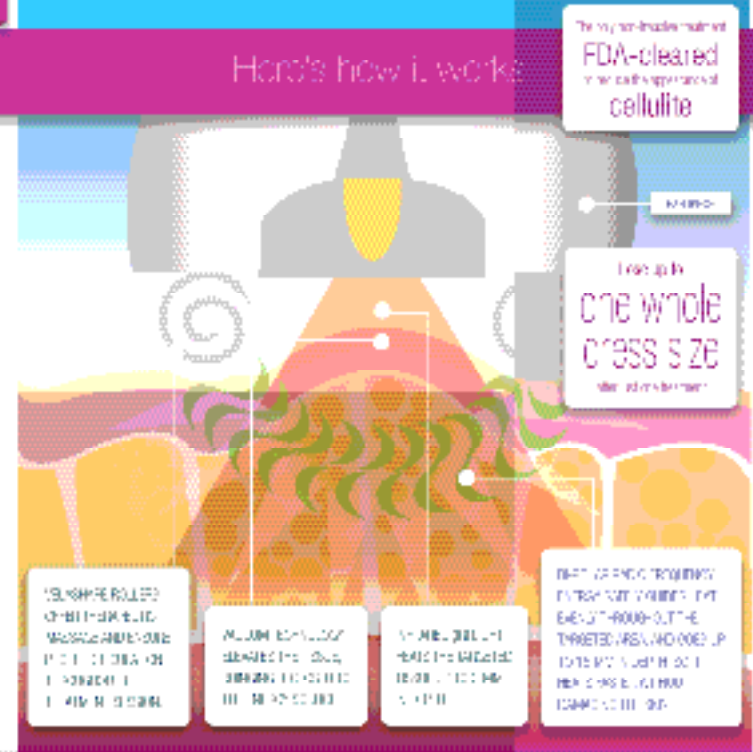
# We've tried lots of ways to get rid of cellulite.

Over the last few decades, in the 1980s and 1990s, the way we think about cellulite has changed. There are now a lot of different ways to get rid of cellulite.

- EXERCISE & MASSAGE**  
Exercise and massage can help reduce cellulite. Exercise helps burn fat, and massage helps break up fibrous cords.
- CREAMS, LOTIONS & LOTIONS**  
Creams, lotions, and lotions can help reduce cellulite. They can help improve the skin's appearance.
- MINIMALLY INVASIVE CELLULITE TREATMENTS**  
Minimally invasive cellulite treatments can help reduce cellulite. They can help break up fibrous cords.
- LIPOSUCTION**  
Liposuction can help reduce cellulite. It can help remove fat cells from the skin.

# VelaShape Gets Results!

Here's how it works:



The VelaShape roller is FDA-cleared for cellulite treatment.

It's up to one whole dress size smaller!

**VELA SHAPE ROLLER MASSAGE**  
The VelaShape roller massager helps break up fibrous cords and stimulates collagen production.

**WARM ROLLER**  
The warm roller helps break up fat cells and stimulates collagen production.

**VELA SHAPE LASER**  
The VelaShape laser helps break up fat cells and stimulates collagen production.

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



**FAST**

VelaShape is a non-invasive cellulite treatment that can be done in a 30-minute session. You can see results in just one session.



**SAFE**

VelaShape is a safe cellulite treatment. It's FDA-cleared and has been used by thousands of women.



**COMFORTABLE**

VelaShape is a comfortable cellulite treatment. You won't feel any pain or discomfort.



**EFFECTIVE**

VelaShape is an effective cellulite treatment. It can help you get rid of cellulite and see results in just one session.

See how you can reduce the appearance of cellulite with VelaShape. Get the results you want!

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### 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."



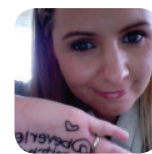
### ColoradosBest.tv

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!

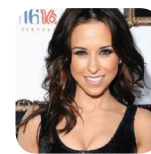
### totalbeauty.com

"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."



### DailyMakeover.com

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



### Ashley Jones @AshleyAJones

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



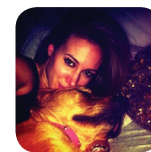
### amy davidson @AmyDavidson

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

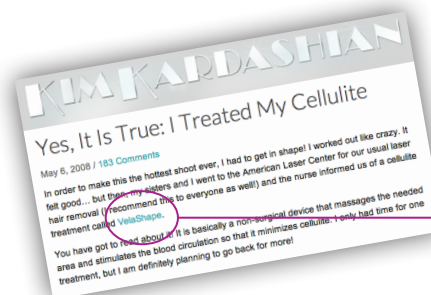
VelaShape III treatments can help you "tackle 'cottage cheese' [and] leave you feeling confident."

### 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



### 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.

# 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.



**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.



**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.

**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."



**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.

# *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. ”



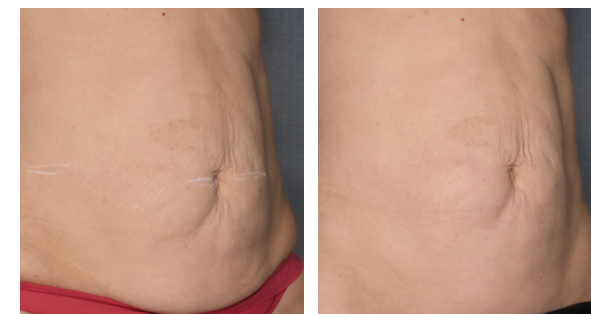
— Jessica Denay  
Author of  
*The Busy Mom's Guide  
to a Beautiful Body*

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

## 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!\*\*

\*\* 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

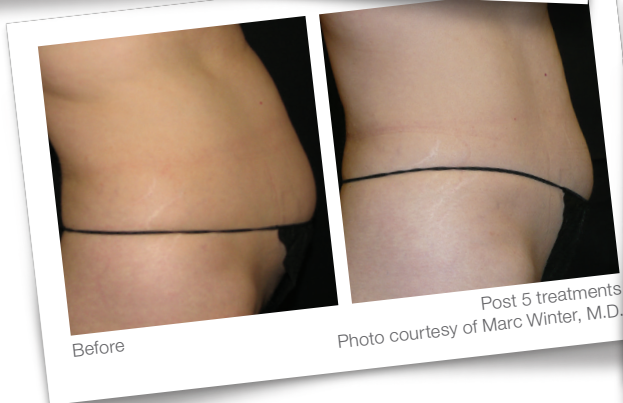
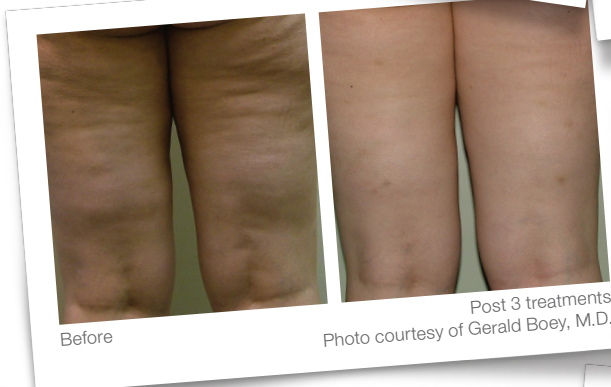
[www.velashape.com](http://www.velashape.com)

\* 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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