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CENTRAL OREGON DERMATOLOGY OFFERS FIRST-OF-ITS-KIND NON-INVASIVE BODY SCULPTING TREATMENT, EMSCULPT®

BEND, ORE. – JULY 19, 2021 – Mark Hall, M.D. introduces a groundbreaking new approach to sculpting the abdomen and buttocks with Emsculpt –the first and only non-invasive body shaping procedure that simultaneously addresses both abdominal muscle and fat and lift and tone the buttocks. Bringing an entirely new technology to the category,

Revolutionary New Technology Offers Dual Treatment to Address Abdominal Fat and Muscle Tone

FDA-cleared for the improvement of abdominal tone and strengthening of the abdominal muscles, Emsculpt helps patients achieve next-level, contouring results. “The current approach to body shaping is through circumferential reduction; however, overall body contour is affected by muscle structure as well,” shared Mark Hall, MD of Central Oregon Dermatology. “Emsculpt goes beyond waist line reduction to address abdominal contouring through muscle tone, so I’m thrilled to now offer this combination to my patients”, added Mark.

Muscles represent about 35% of the human body, but existing aesthetic treatments only address fat. Emsculpt introduces a first of its kind application of a unique magnetic field. HIFEM technology penetrates through skin to impact fat, as well as muscle tissues. Once penetrated, the energy induces 20,000 supramaximal muscle contractions that are accompanied by a rapid metabolic reaction in fat cells to not only strengthen and build muscle, but also reduce fat. This is the **ONLY** technology that builds muscle and burns fat simultaneously, all while leaving the surrounding tissues unaffected.

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1–5 Presented at the Annual Meeting of the American Society of Lasers in Surgery and Medicine, 2018 Dallas TX.

1. Kent D, Jacob C. Computed tomography (CT) based evidence of simultaneous changes in human adipose and muscle tissues following a High-Intensity Focused Electromagnetic Field (HIFEM) application: a new method for non-invasive body sculpting.

2. Kinney B, Lozanova P. High-Intensity Focused Electro-Magnetic (HIFEM) therapy evaluated by magnetic resonance imaging (MRI): Safety and efficacy study of a dual tissue effect based non-invasive abdominal body shaping.

3. Katz B., Bard R., Goldfarb R., Shiloh A., Kenolova D. Changes in subcutaneous abdominal fat thickness following High-Intensity Focused Electro-Magnetic (HIFEM) field treatments: A multi center ultrasound study.

4. Weiss R, Bernardy J. Induction of fat apoptosis by a non-thermal device: safety and mechanism of action of non-invasive HIFEM technology evaluated in a histological porcine model.

5. Jacob C., Paskova K. A novel non-invasive technology based on simultaneous induction of changes in adipose and muscle tissues: Safety and efficacy of a high intensity focused electro-magnetic field device used for abdominal body shaping.

Tested in five unique abdominal clinical studies^{1,2,3,4,5} utilizing all four established methods of evaluation including MRI, CT, Ultrasound, and Histology, Emsculpt delivered consistent results in muscle gain and fat loss:

- 19% reduction in subcutaneous abdominal fat^{2,3}
- 16% increase in muscle mass^{2,3}
- Average waist reduction of 4.4cm⁵
- 96% satisfaction with treatment results⁵

For optimal results, Mark Hall, MD recommends four 30-minute treatment sessions over the course of a two-week period. Best results will be seen after 3-months with continued improvement over a 6-month time period.

A Safe and Non-Surgical Butt Lift with Innovative New Technology, EMSCULPT®

It's the first-of-its-kind treatment delivers a non-invasive approach to lift and tone the buttocks ***with no injections necessary!*** Utilizing HIFEM® technology to induce powerful muscle contractions, Emsculpt is FDA cleared to strengthen, tone and firm the buttocks to provide a safe and completely non-invasive alternative to popular yet controversial surgical and injectable procedures. "This technology is truly a game-changer for the industry as it alleviates the downtime and risk associated with buttock procedures, as up until now, we have not had an effective, non-invasive option to offer patients," said Mark Hall, M.D.

Emsculpt brings an entirely new energy to the category, as well as offers a long awaited alternative to more invasive procedures as interest in butt augmentation continues to rise. According to *RealSelf* data, during the last 12 months* consumers have visited the site more than 4 million times to research the Brazilian Butt Lift, and the procedure has rose to the #3 most researched surgical treatment of 2018** to-date.

Delivering almost 20,000 muscular contractions per 30 minute session, Emsculpt increases the strength and tone of the gluteal region to help even athletic and fit patients take their buttocks to the next level. The unique application of the HIFEM technology, penetrates through skin to impact muscle tissue. Once penetrated, the energy induces supramaximal muscle contractions that are not achievable by the human brain and results into toning, firming and strengthening of the buttocks.

In clinical evaluations measuring the efficacy of HIFEM therapy for non-invasive buttock augmentation and lifting, patient satisfaction levels averaged high, independent of weight loss. While 95.4% of participants reported satisfaction¹ with treatment results and 85% reported significant improvement² in lift and muscular tone of the buttocks.

Call now for your free consult today at (541) 678-0020.

About Central Oregon Dermatology

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Central Oregon Dermatology offers advanced medical, surgical, laser and cosmetic treatments. From age defying cosmetic services and skin care products to traditional medical and surgical skin care, they provide comprehensive services for your entire family. Dr. Hall is a board-certified dermatologist and a member of the American Academy of Dermatology. He is also certified by the American Board of Dermatology. In addition to general dermatology, his specialties include skin cancer diagnosis and skin cancer surgery, and cosmetic procedures. Dr. Hall has also published numerous articles in dermatology journals.

Central Oregon Dermatology provides professional, compassionate, and medically advanced patient care in a timely manner with a warm, knowledgeable staff who believes that your comfort and your health are the most important ingredients in maintaining vigorous, healthy skin. <http://centraloregondermatology.com>

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