

# The Revolutionary Medical Treatment Shape and Define Your Body WITHOUT SURGERY!

## What Is Mesotherapy?

Mesotherapy was first conceived in France in the 1950's. The concept was very intuitive. Start with the safety and effectiveness of medical treatment without giving a pill to swallow or an IV. Instead, the medication is placed in tiny injections just under the skin, in just the right place. Mesotherapy was used to heal tendonitis, migraines, and muscle strain among over a hundred other conditions. Mesotherapy is so popular and accepted now in France that university degrees are awarded in Mesotherapy. Mesotherapy is also recognized as an integral part of medicine by the French Academy of Medicine. Thousands of patients just like you in Europe and in South America have experienced the miracle of Mesotherapy. In the 1990's, the best work on fat dissolving was done in Brazil. Mesotherapy started to gain popularity in the United States over the last five years as American practitioners have integrated elements of the European and South American treatments while introducing some new pharmaceuticals to the mix.



Mesotherapy remains a very exciting, yet alternative treatment. There are only a handful of scientific papers proving its effectiveness. There is no English language Mesotherapy textbook yet. Nor is there even an English language journal available. Mesotherapy does have hundreds of thousands of very happy patients who attest to its incredible success. Remember, almost every great breakthrough in the history of medicine began as a procedure performed by a few believers until it became accepted by the mainstream.

## How Does it Work To MELT FAT? How is it Better than Diet and Exercise Alone?

Injections of just a few drops of a solution that is proven to break down fat are placed in the area to be treated every 2-4 weeks. The injections are virtually painless. The solution then serves to break down the fat cell membranes. The released fats are then picked up by the lymphatics and digested by the body like any other dietary fats or stored fats.

When you just diet and exercise, the body empties fat from the fat cells where the body wants to the most. So you burn fat, but you lose the inches from some random area. Exercise never can, and never will, spot reduce fat. Moreover, with diet alone, the fat cells still remain, ready to be filled up again.

The difference is that when you have Mesotherapy treatments, YOU are telling the body where to burn the fat. Plus, you have the extra benefit of knowing that some of these fat cells have been chemically destroyed! Now, you still need to eat right and exercise to achieve the full

benefits of Mesotherapy. If you eat Big Macs during your Mesotherapy treatments, you will be presenting your body with a load of fat to be digested from both your intestines and from your treatment sites. Some of that fat will have to be stored somewhere in your body.

Side effects from the injections generally are mild itching and soreness in the treated areas that usually lasts 24 hours. As with all injections, a temporary bruise can form. Some injection sites form small lumps under the skin which may be felt but not seen. This is a sign of effective treatment and represents the continued destruction of small areas of fat. Some lumps can persist several weeks. Usually by about the 4<sup>th</sup> treatment, the dramatic results begin to show!

### What Areas Can Be Treated?

Virtually any place where unwanted collections of fat exist, can be treated with Mesotherapy. The most popular places are the:

- Double Chin and Jowels
- Upper Arms
- Upper Back/"Bra Bulge"
- Abdomen (smaller areas)
- "Love Handles" and "Spare Tire"
- Inner Thighs
- "Saddlebags" of the outer thighs
- Lumps and uneven areas left behind from previous liposuction



### How Does Mesotherapy compare to Liposuction?

Both treatments have been shown to destroy fat cells. However, liposuction is generally more expensive than a series of Mesotherapy treatments. Liposuction requires anesthesia and often restrictive clothing must be worn to promote healing of the treated areas. There is some downtime from work and many activities are restricted on the day of treatment and often for several days after the treatment. VASER Liposelection minimizes the recovery period but is still more invasive than mesotherapy.

Except in the abdomen, where results are generally even, liposuction or VASER elsewhere on the body can often result in some irregularities. Too much fat removed results in dips and depressions in the skin. Also lumps of scarred fat can also form leading to an unpleasant and uneven result. Liposuction can also make visible cellulite worse!

Liposuction is still considered the gold standard for fat removal since it is the only treatment for thicker areas of excess fat and is considered mainstream by the American medical establishment. The fat is sucked up into a cannula and removed from the body. The results are immediate and dramatic.

At New Image, although we do not perform liposuction or VASER outside of the abdomen, we will recommend liposuction if we feel that your expectations for improvement would be better met by liposuction than from a series of Mesotherapy treatments. In fact, about 1/3 of our Mesotherapy consultations are recommended liposuction or VASER instead.

### I'm Fed Up With My Fat! Is Mesotherapy Right For Me?

If you have certain areas of fat that you just can't lose with diet and exercise alone, then you owe it to yourself to look into Mesotherapy. The patients who do best with body Mesotherapy treatments are between the ages of 21 and 69, and are not overly obese. This means that people who weigh *under* the weights in the list below will have the best results:

5'0"—155 lbs. 5'2"—165 lbs. 5'4"—175 lbs. 5'6"—185 lbs. 5'8"—200 lbs. 6'0"—220 lbs.

Also, you need to be in good overall health. Mesotherapy is not indicated for people with heart disease, very high untreated cholesterol, diabetics, people with untreated thyroid problems, or people with cancer or who are pregnant or may get pregnant during the treatments.

You don't need to worry about the needles. The injections are virtually painless! In rare cases that a sensitive area is to be treated, we can use a numbing agent to help. Finally, you need to be serious about eating right to maintain a healthy weight. Gaining weight or "Yo-Yo" dieting may cause the fewer remaining fat cells in the treated area to plump up and give the appearance that the treated fat is coming back. If you do not gain a significant amount of weight, you should be able to maintain your new, sexier shape long after the Mesotherapy treatments are completed.

### Some of Our Results Underside of Arms



Patient B.M. from Atlanta: *"Because of the treatments, I can now wear short-sleeve shirts in the hot summer. I'm wearing a smaller size now that my arms match my body. I can clap my hands at my daughter's basketball games, and don't feel my arms flapping around!"*

B.M. did not do any special diet or exercise and is only 3 pounds lighter in the AFTER photo!  
She lost an amazing 2 inches from around each arm!

### Double Chin



Patient J.M. of Westminster, SC. *Although it looks like she lost 30 pounds, she really only lost 5 pounds during the six weeks between her two treatments. She had no downtime after the injections.*

### Chin and Jowels



**BEFORE**

She had complained of her bulky double chin and jowels (red arrow) that she had for decades....

**AFTER 3 TREATMENTS**

The bulky jowels are now in proportion to the rest of her face, while her chin feels lighter with less noticeable sag!



### Post-Surgical Abdominal Fat



Patient C.S. of Calhoun, GA: *She did not notice any improvement in the bulge over her C/Section scar even with proper diet and exercise. After only 3 mesotherapy treatments over a 6-week period, the bulge resolved in size by 85%!*

**“Saddlebags”**



**Inner Thighs**



Patient A.J. of Hartwell, GA. *“I noticed an amazing difference! I’m glad I did not spend all of that money on liposuction!”* A.J. actually was 10 pounds heavier in the “After” photo, but the Mesotherapy shrunk her problem saddlebag areas remarkably well without surgery or downtime! Using a combined formula to combat excess fat and cellulite, the inner thighs were smoother and less noticeable. Her inner thigh lumps had been present since she was a teenager.

**Look in the mirror...**

**Picture how great it would be to see your body changing right before your eyes in just a few weeks if you decide to start doing something *right now!***

**Call Now to set up your **FREE** consultation.  
You have nothing to lose but your fat!**