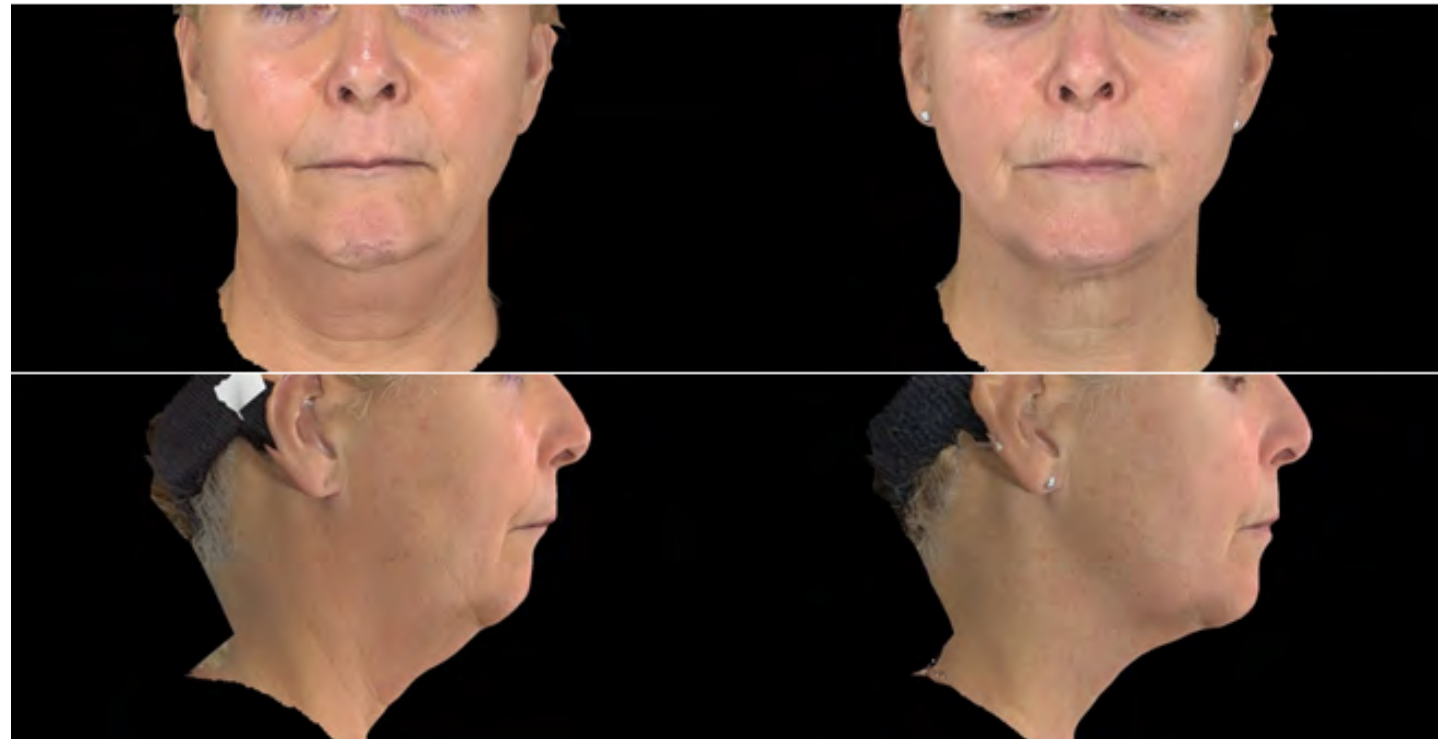


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## CoolSculpting Innovation

I've been pleased with my ability to non-invasively treat the whole body with CoolSculpting. The flanks and abdomen are the most commonly requested areas, followed by areas such as the back, thighs, arms, and chest. Lately, I've been very excited about the new small volume applicator which has a cooled cup rather than the traditional parallel cooling plates. Kazem Aesthetica was one of the European pilot evaluation sites for the CoolMini applicator.

CoolMini has been used for treating unwanted fat in small areas, such as the axillary and knee areas. But I've been mostly using it for the submental area and am pleased with the significant fat reduction, as shown in Figure 2.



**Figure 2:** CoolSculpting submental treatment on a female patient using the new CoolMini applicator. Baseline and 1 month post-treatment. Procedure by Dr. Farid Kazem.

Following the successful introduction of the CoolMini applicator, the small cup applicator evolved to a larger volume cup for treating areas such as abdomens and flanks. The cup geometry maximizes tissue contact with the cooling surface, which increases treatment efficiency. The lower temperature protocol and applicator geometry reduce treatment time. The targeted tissue seats fully against the cooled cup and the reduced skin tension results in greater patient comfort during treatment. With the interchangeable contours, as shown in Figure 3, one applicator can treat a variety of body areas. With the flat contour (CoolFit Advantage), we can treat the inner thighs and arms. The sharply curved contour (CoolCurve+ Advantage) addresses areas such as the flanks. And the curved contour (CoolCore Advantage) is suited for the abdomen. And by reducing the treatment time from 60 minutes to only 35, I'm able to treat significantly more patients at my practice.

## Conclusion

The demand for aesthetic procedures is growing and non-invasive body contouring is an area of tremendous potential. With the significant innovations in the CoolMini and CoolAdvantage applicators, I can safely and comfortably treat more patients and more areas of the body, in almost half the time. CoolSculpting is an integral part of my aesthetic practice and new patients

**Figure 3:** The CoolAdvantage applicator features a cooled treatment cup and interchangeable contours for flat and curved treatment sites. .



*Dr. Farid Kazem is a Plastic Surgeon. In 2000, he founded a private practice for aesthetic plastic surgery outside of Amsterdam, in Leimuïden, the Netherlands. Dr. Kazem has extensive experience in aesthetic breast surgery, oculoplastic surgery, and many non-invasive procedures, such as laser and skin tightening procedures. He is a member of the American Society for Aesthetic Plastic Surgery, International Society of Aesthetic Plastic Surgery, Dutch Society of Aesthetic Surgery, and Dutch Society of Plastic Surgery. He is well known for his interest in innovative technology.*

*1. American Society for Aesthetic Plastic Surgery 2015 Cosmetic Surgery National Data Bank Statistics Report.*