

Dr Eric Dohner's Guide To

# *Freezing Your Butt Off*

with CoolSculpting® Elite



**By Eric Dohner MD**

Author of  
***"About Face:  
The Smart Woman's Guide  
to Natural Good Looks"***

# Are You Ready For A Slimmer Body?

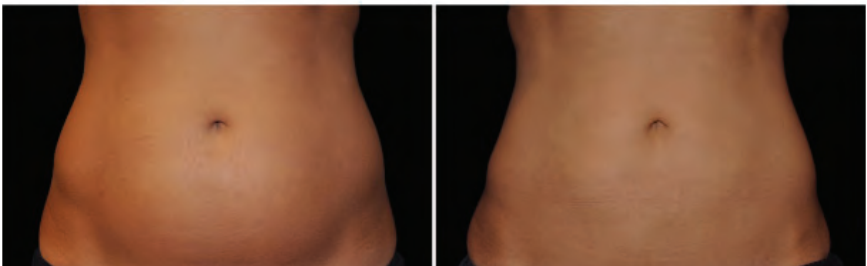
**Is this you?** You made the decision to finally get slimmer and lose the weight that's been creeping up on you. You joined the gym, stopped the carbs, and won't even touch dessert. You drink plenty of water and get 10,000 steps per day. It's been several months now, and sure, you've lost a few pounds, but you're still struggling with those stubborn pockets of fat on your stomach, hips, thighs and flanks. What's going on?

If you're feeling like you want to give up and just accept the "chubbier you", **DON'T!** There is a safe and effective way to remove your fat called **CoolSculpting® Elite**. This is the FDA approved treatment designed to finally freeze away your stubborn fat!

## So if you've ever:

- Wished you were slimmer
- Wanted a thinner waistline, thighs, arms, or neck
- Felt frustrated about how you look after childbirth or menopause
- Hated the way your muffin top sticks out over your pants
- Worn a sweater on a hot summer day to hide your fat
- Refused to wear a swimsuit (even on the beach) because of how you feel about your body.

Then **CoolSculpting® Elite** is the answer you've been waiting for!



**Before**

**After** (6 weeks after session)

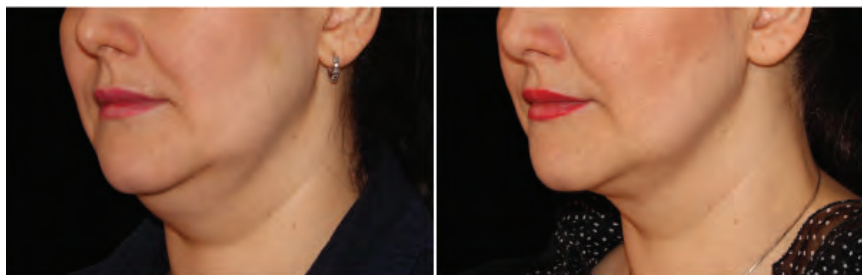
## How Does CoolSculpting® Elite Work?

**CoolSculpting® Elite** uses a process known as cryolipolysis (or fat freezing), to rid the body of unwanted, stubborn fat deposits. Cryolipolysis is a safe and effective treatment that was developed 10 years ago by Harvard University scientists Dieter Manstein, MD, PhD and Rox Anderson, MD. They observed dimples in children who ate cold popsicles and began to investigate how cold temperatures affect body fat.

They discovered that they could selectively target and kill unwanted fat cells permanently and without damaging the surrounding skin. This discovery was the basis of CoolSculpting. Over the past decade, the technology has been developed and improved and the result is the **CoolSculpting® Elite**, a superior fat reducing treatment.

**CoolSculpting® Elite** treatments are safe and effective. You can expect to see up to 25% fat reduction in treated areas as early as 1 month after treatment and your results are permanent! So if you're ready to finally lose your fat, it's time to consider **CoolSculpting® Elite**.

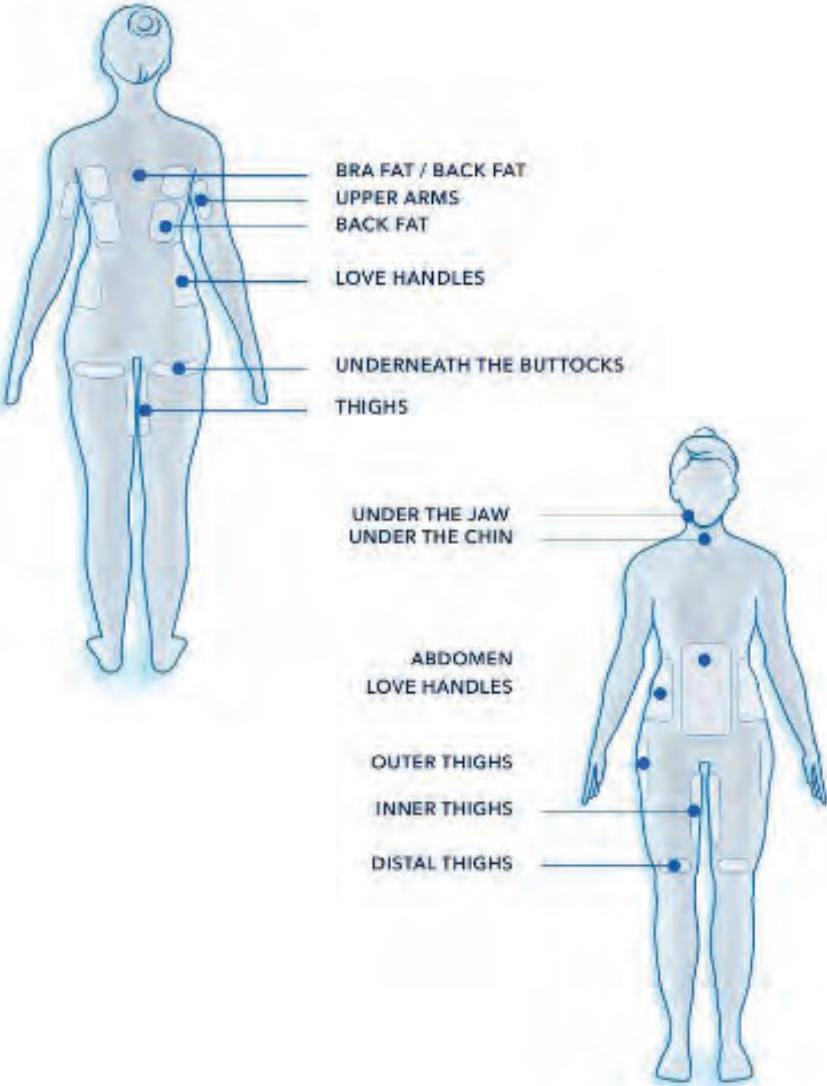
**CoolSculpting® Elite** is NOT a “weight loss” product. You will NOT lose pounds after a treatment. What you will lose is far more important than a number on the scale. With **CoolSculpting® Elite** you will lose actual fat cells! Imagine, no more muffin top, bra fat, or fat thighs! No surgery! No downtime!



Before

After (8 weeks after 2 sessions)

# Where CoolSculpting® Elite Works:



Stop hiding beneath oversized t-shirts and baggy sweats, because it's time to (quite literally) freeze your butt off! With **CoolSculpting® Elite** you can swap out those shapeless, baggy clothes for a more flattering, sexier you.

# 5 Reasons Why CoolSculpting® Elite Is Superior To The Original CoolSculpt

## **EVEN MORE FAT REDUCTION**

**CoolSculpting® Elite** can remove up to 25% of unwanted body fat – a big improvement over the original model!

## **18% MORE SKIN COVERAGE**

**CoolSculpting® Elite** covers 18% more skin surface, targeting more fat cells in the same treatment time - saving you time and money!

## **DUALSCULPTING APPLICATORS**

The original CoolSculpting model had one applicator, while **CoolSculpting® Elite** has two. This means we can now treat 2 body areas simultaneously! AND the treatments are almost twice as fast as before too!

## **A DECADE OF IMPROVEMENTS**

**CoolSculpting® Elite** is the culmination of 10 years of research and development. The result is a device that is now more effective and offers better results.

## **9 TREATMENT AREAS**

New customized paddles allow for a better fit. With **CoolSculpting® Elite** we can now freeze away unwanted fat with never before seen precision. And we can target unwanted fat from almost every part of your body - from your chin to your thighs!



# Liposuction vs. CoolSculpting® Elite

<b>Liposuction</b>	<b>CoolSculpting® Elite</b>
Minimally Invasive with small incisions	Non surgical and non Invasive
Local anesthesia required	No anesthesia required
Pain meds might be needed for a day or two	No pain meds needed
Removes almost 100% of the fat in 1 procedure	Removes up to 25% of fat so more treatments might be needed
See results in several weeks to months	See results in a week
Two to four days of downtime	No Downtime with minimal discomfort
See Dramatic results	Less dramatic results
Fees: \$2000-3000 Per Area	Fees: \$400 - 800 Per Area
One Treatment Needed	Multiple Treatments Possible

So which is right for you  
**Liposuction** or **CoolSculpting® Elite?**

Find out at your consultation

See **page 15** for more details!

# 9 Reasons Why CoolSculpting® Elite is Better Than the Competitors

1. **CoolSculpting® Elite** is an innovative, non-invasive procedure (no knives or anesthesia required) designed to contour your body.
2. There is little to no downtime required after a **CoolSculpting® Elite** treatment, so you go right back to your busy day (and no one will know that you'd have the procedure!).
3. **CoolSculpting® Elite** has been clinically proven to be safe and effective in the reduction and elimination of unwanted fat cells.
4. No special diet, exercise program or supplements are required with **CoolSculpting® Elite**.
5. Results may be seen as early as 1 month after your **CoolSculpting® Elite** treatment, with further fat cell reduction continuing for up to 4 months.
6. **CoolSculpting® Elite** is the only FDA-cleared treatment to eliminate stubborn visible fat bulges in 9 different areas of the body.
7. The **CoolSculpting® Elite** dual applicators target twice the amount of fat at same time.
8. **CoolSculpting® Elite** has been scientifically proven to eliminate up to 25% of treated fat cells for good!
9. With **CoolSculpting® Elite** you can expect up to a 25% reduction in fat cells. Results are not “instant”; you'll see that unwanted fat reduce slowly over a few months (which as we know is the healthiest way to reduce excess fat) with final results seen around 3 months.

# FAQ's About CoolSculpting® Elite

## **What to Expect Before Your Treatment**

Before any treatment is performed, you will have a consultation with a **CoolSculpting® Elite** provider to help you decide your priorities and a custom treatment plan. When you are satisfied with your plan, you will sign a consent form, we will take pictures of the areas to be treated, and you'll be weighed to track any loss or gain.

## **How to Prepare for Your Treatment**

No special preparation is required prior to treatment except to stay well hydrated. Please bring your phone or reading material to keep yourself occupied during your treatment. You may drive yourself to and from the treatment.

## **What To Expect DURING Your Treatment**

At your procedure your CoolSculpting nurse will carefully place the applicators on your body, according to your custom treatment plan. You may experience a pulling sensation, mild pinching, intense cold and some tingling at the treatment site. Patients find the procedure comfortable and are able to read, answer emails and even chat with friends during sessions.

## **What To Expect AFTER Your Treatment**

After your treatment we will perform a ZWave treatment to further break up the frozen fat cells and give you even better results. You'll be able to return to your normal daily schedule with no downtime required. At home after the treatment you should expect a few days of temporary swelling, numbness, bruising and itching in the treated area. These side effects are limited and don't interfere with your daily life (including gym workouts).



# More FAQ's About CoolSculpting® Elite

## How Long Does a Treatment Take?

A typical treatment for the abdomen (upper and lower) and love handles takes about 2 hours total.

## Who Does CoolSculpting® Elite Work Best For?

Ideal candidates for CoolSculpting are people looking for reduction of specific stubborn areas of fat. You are an ideal candidate for **CoolSculpting® Elite** if your weight is within 30 lbs of ideal or have a BMI of less than 30 and for whom diet and exercise have not been enough. **CoolSculpting® Elite** is not a weight loss procedure. You will not lose pounds but you can expect to lose fat rolls and bulges. Most healthy people with problem areas of fat can achieve great results from treatment with **CoolSculpting® Elite**.

## Who is CoolSculpting® Elite Not Suitable For?

If you're looking to target the fat inside your abdomen (or don't have at least one inch of pinchable fat) you shouldn't invest in **CoolSculpting® Elite** because it only targets subcutaneous fat. If you have hanging skin, then CoolSculpting Elite may not be right for you.

## How Long Until You See Results?

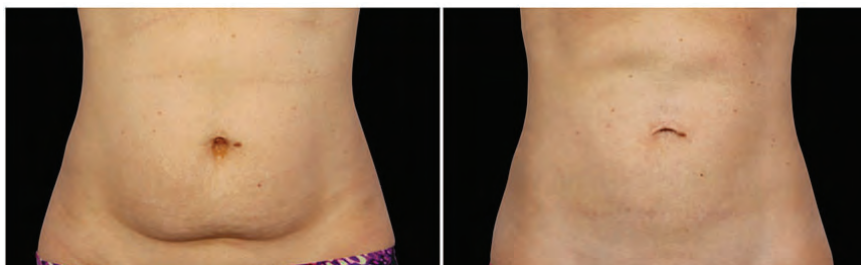
Initial results will start to become evident in about 2-3 weeks. Continuous improvement will gradually occur throughout the coming months as dead fat cells are expelled from the body. Final results can be seen several months after your last session. Your custom treatment plan will give you the best results.

## How many times do you have to do CoolSculpting® Elite?

In many cases, you only need one **CoolSculpting® Elite** treatment per area. However, some people might need a follow-up treatment if they want additional results after a few months.

# How Much Does CoolSculpting® Elite Cost?

**CoolSculpting® Elite** is much more affordable than you might think. The fees are based on the number of areas you want treated. And with our special pricing plan, the more areas where you need to “trim the fat”, the more money you save! We offer both In-house & CareCredit Financing to create a payment plan that meets your needs. We accept all major credit cards too.



Before

After (16 weeks after 2nd treatment)



## The Strongest **CoolSculpting® Elite** Guarantee Anywhere!

At New York Skin & Vein Center we offer the best guarantee. If you're \*not happy with your results (after following our recommended treatment plan) we'll take off 50% of any further **CoolSculpting® Elite** treatments to the same area! No one else offers that guarantee! So yes, you can afford to put the freeze on those troublesome fat cells and look hotter than you ever thought possible!

And don't forget to take advantage of our special **CoolSculpting® Elite** Consult offer (page 15) for even bigger savings!

# What Clients Are Saying About CoolSculpting® Elite

People just like you are loving the results they got from **CoolSculpting® Elite**. Here's what they are saying:



**Before**



**After** (5 months after treatment)

“I have seen a huge change and I still have a month or so before “full effect”. I had loose skin from having a c section, which this isn't going to fix, but it's nice to lessen the pooch. I just did one more session today (only one paddle across the lower pooch area in hopes that it does something with that last pouch).”

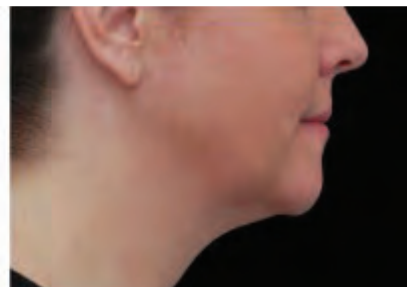
**Kristen**

“I already feel like I am noticing a difference. Maybe not as much in the physical appearance but definitely in the fit of my clothing. Just to be clear, I have also been eating healthy, going to the gym, and I am using this sweatband for your stomach to wear when you work out, so all of those things could be participating in my progress.”

**Susan**



**Before**



**After** (9 weeks after 2nd treatment)



**Before**



**After** (9 weeks post treatment)

I am 28 and have never had any cosmetic procedures. I've had issues with weight fluctuating since I quit dance at the age of 24. Even with working out, I have never been quite happy with certain parts of my body I simply cannot spot reduce naturally. I first received CoolSculpt on my double chin area, two treatments on each side of the bottom of my jaw. I have one more session booked for later this month but I'm already seeing some progress. I have already booked for another treatment area.

**Alissa** ”



**Before**



**After** (12 weeks post treatment)

Gained weight due to hormonal disorders, and I've lost 20lbs so far, but there's been very stubborn areas of my body that are difficult to lose weight in. Mainly in the arms and lower abdomen. So I figured I'd give coolsculpting a try. The area I got done was the lower abdomen, The procedure wasn't that painful, just tingling sensation. I almost fell asleep. The massage afterward is a bit painful. Overall I think it was well worth it. I am on a diet and currently take Lipo Den Plus, but the coolsculpting helps jumpstart weight loss and helped the stretch marks fade! Overall I think it was well worth it. I am still on a diet but the coolsculpting helped me jumpstart weight loss (by reducing fat) and helped the stretch marks fade!

**Naomi** ”



Before



After

“After turning 50, the weight on my hip area, specifically love handles just would not budge. No amount of exercise seemed to work. I tried the CoolSculpting and have been beyond delighted with the results. Even though I wasn't sure the Coolsculpting had worked, I knew my clothes fit better. I was definitely shocked once I saw the before/after pictures. I would totally do it again. **Jen**”



Before



After (8 Weeks After)

I really wanted to focus on self care after baby #2 (January) and to kick start that I started with my cs treatments, which turned into eating clean and going to the gym. Even when I was “skinny” I had stubborn fat, so basically I never had any abs or definition in the abdomen. I had two large applicators on my “mom pooch” (lower) 4 medium applicators around my belly button and 2 large ones on my upper abdomen. It's been two months since my very first treatment, my second coming up very soon. I have seen very dramatic results! Even before I lost 10 lbs after I started treatments (which I believe was due to eating clean and working out). Getting rid of the mom pooch is totally possible without surgery ladies!!! **Sophia**”

Visit our website at [NYSVC.com](http://NYSVC.com) for even more **CoolSculpting® Elite** before and after photos

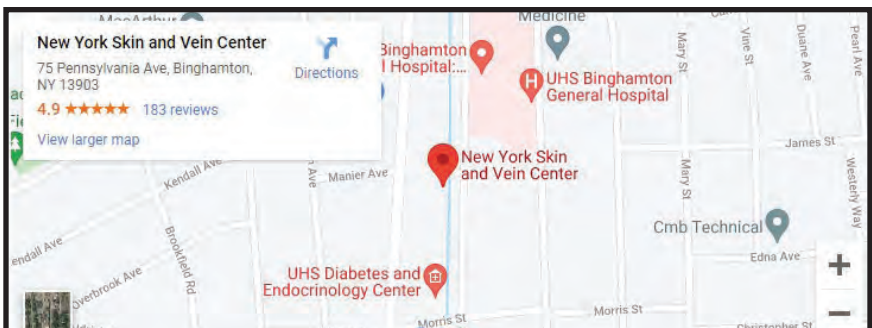
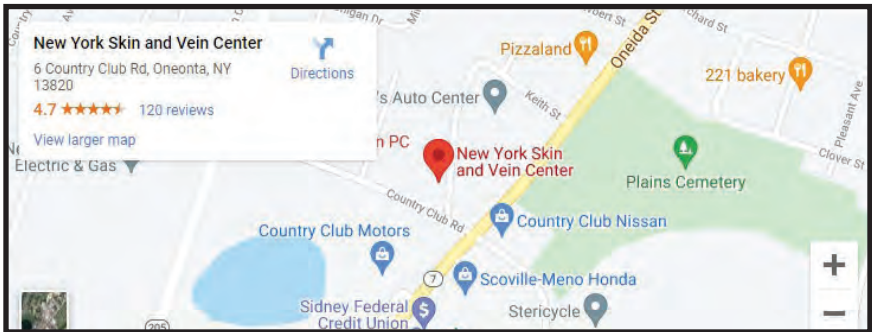
# Why Choose Dr. Dohner and New York Skin & Vein Center?



Dr. Eric Dohner has more than 25 years medical experience and a high level of expertise using over 30 different lasers and devices. He and his highly trained nurses have treated tens of thousands of patients, just like you, for a wide array of cosmetic and dermatological concerns.

Dr Dohner offers the most up to date lasers and technology to give you results you seek. As a result, **New York Skin & Vein Center** remains the #1 choice in Upstate New York, for those seeking to preserve and enhance their natural good looks. And all procedures are performed by highly skilled doctors and licensed nurses who have all had extensive training in **CoolSculpting® Elite**.

**CoolSculpting® Elite** is Available At These Office Locations





## How To Get Started

Ready to lose fat rolls and bulges and finally have the body you desire? Book Your **CoolSculpting® Elite** Consult Today and take advantage of:

### Dr D's "Freeze Your Butt Off" CoolSculpting® Elite Special Offer

You'll Receive:

1. *Comprehensive Body Fat Consult* (value \$100)
2. *ZO skin care kit* (value \$75)
3. *Special Gift Just for Coming In* (value \$50)
4. *\$50 Off Your 1st Treatment!*

A \$275 Value for  
**ONLY \$49!**

Call or Text 607/431-2525 NOW and ask  
for your **CoolSculpting® Elite** consultation

(Only one consult special per person. Cannot be combined with any other offers, discounts, coupons, or special pricing. While supplies last.)





Dr. Eric Dohner and the New York Skin & Vein Center remain the # 1 choice in Upstate New York if you're seeking to get your youthful figure back with **CoolSculpting® Elite**.

### Other Books by Eric Dohner, M.D.



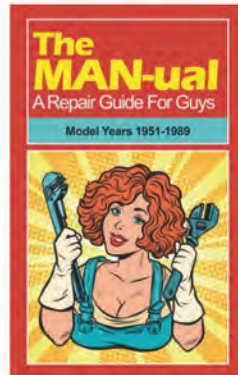
**About Face: The Smart Woman's Guide to Natural Good Looks, 2nd Edition**



**ThermiVA Information Guide: The New Solution to Female Incontinence, and Vagina Dryness**



**The Ultimate Tattoo Removal Guide, 2nd Edition**



**The Man-ual: A Repair Guide for Guys**

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New York Skin and Vein Centers in Binghamton and Oneonta.