



AESTHETICS & WELLNESS



CoolSculpting[®]

Find out how clinically proven
CoolSculpting[®] will help you
achieve your goal.

COOLSCULPTING® AND HOW IT WORKS

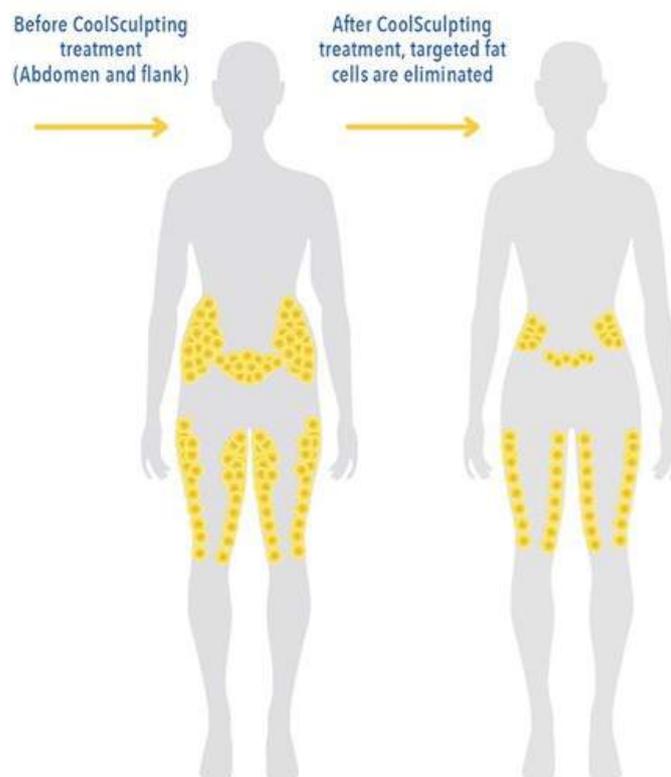
Fat reduction vs weight loss...

It's not surprising so many people think weight loss and fat reduction are the same. But they're not, and here's why:

As we lose weight our fat cells shrink but the number of cells remains exactly the same. So when we gain weight, which, let's be honest, we all do, those pesky fat cells simply get larger again.

The beauty of CoolSculpting® is that it works to actually reduce the number of fat cells in specific areas of the body and once those cells disappear they're no longer there to get any bigger.

Unlike some fat reduction treatments, the results from CoolSculpting® are designed to last. Once the fat cells are destroyed they are destroyed for good. And while the scales may not see a difference you will certainly notice a difference ... you'll be thinner, and you'll feel and look better.



IMPRESSIVE RESULTS, NO SCARRING AND NO RECOVERY TIME...

CoolSculpting® is at the very forefront of innovative aesthetic procedures. It is a results-driven, breakthrough treatment developed to help shift those stubborn bulges and leave you feeling great about yourself.

By harnessing revolutionary Cryolipolysis technology, extremely low temperatures are used to kill the fat cells naturally without any damage to the skin. Our highly trained aestheticians use a specially designed scientific device to reach the subcutaneous level of fat that lies just under the skin.

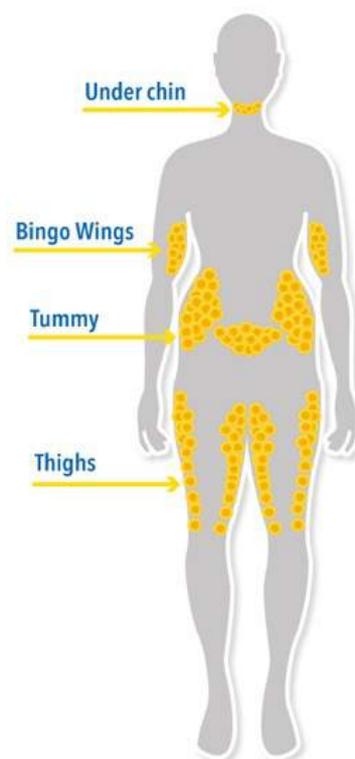
Best known as the non-invasive alternative to liposuction, CoolSculpting® involves no needles or scalpels; there's no downtime and, best of all, no scarring.

With more than three million treatments already conducted worldwide and an impressive 97% patient satisfaction record, CoolSculpting® uses patented and FDA-cleared technology to permanently remove unwanted fat cells in a safe, natural way.

The procedure takes around an hour and results can be seen in just 30 days, with the most dramatic results evident at 90 days.

AREAS SUITABLE FOR TREATMENT WITH COOLSCULPTING...

Under your chin / Bingo wings / Upper & Lower Stomach / Inner & Outer Thighs / Back Fat



AND NOW FOR THE SCIENCE BIT...

Clinically proven to beat the bulge, CoolSculpting® has a very solid scientific foundation. Using non-invasive cooling to induce lipolysis - the breaking down of fat cells - patients see a noticeable, natural-looking reduction in fat.

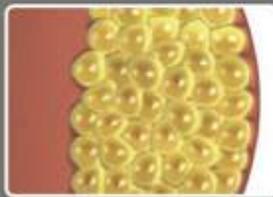
It is based on the principle that fat cells are more vulnerable to energy extraction, or cooling, than their surrounding tissues. The cooled fat cells undergo apoptosis that kills the cells, gradually eliminating them and in turn reducing the thickness of the fat layer.

The science behind the treatment – Cryolipolysis® – was discovered by dermatologists Dieter Manstein, MD, PhD, and R. Rox Anderson, MD, at the Wellman Center for Photomedicine at Massachusetts General Hospital, Boston. Their research team proved that, under carefully controlled laboratory conditions, subcutaneous fat cells are naturally more vulnerable to the effects of cold than other tissue.

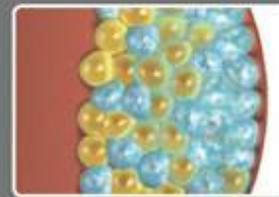
HERE'S THE SKINNY ON HOW COOLSCULPTING WORKS:



Many of us have bulges of stubborn fat like love handles.



Those unwanted bulges contain fat cells which can be resistant to diet and exercise, but not to CoolSculpting.



CoolSculpting uses controlled cooling to target and crystallize fat cells.



Crystallized fat cells gradually die off, then are naturally eliminated from your body.



In the weeks and months following treatment, remaining fat cells condense, reducing the fat layer.



CoolSculpting lets you say goodbye to stubborn fat.

HOW DOES IT WORK?

The breakthrough CoolSculpting® procedure is clinically proven to successfully breakdown fat in a safe and natural way. This non-invasive procedure is highly effective in selectively targeting fat cells without any damage to other tissue.

A specially designed cooling applicator is applied to the desired area – be that your tummy, inner or outer thighs, arms, flanks (love handles) under the chin or back (bra fat) – to cool the underlying fat tissue. The applicator cup uses vacuum pressure to draw the tissue between the cooling panels. During the painless procedure, CoolSculpting® delivers precisely controlled conditions that trigger a process to gradually reduce the thickness of the fat layer.

With this non-invasive technology, there are no needles, no incisions, and no need for anesthesia and no recovery time. The vast majority of our patients opt to resume normal activities on the same day, making it the perfect choice for those seeking a non-surgical alternative to liposuction.

Many of our clients chose to have it done during the lunch hour and can be back at their desk that afternoon.



WHAT ARE THE NEXT STEPS?

If you're interested in this procedure, we recommend you research CoolSculpting® clinics near to you or contact a centre that has been recommended to you by a friend who has undergone the treatment.

Ensure the clinic uses CoolSculpting® as this is the only FDA-cleared Cryolipolysis treatment in the world and you can be confident you will achieve the results you want.

Check the practitioner who will carry out your procedure is highly trained and experienced. Clarify they have received training through ZELTIQ Aesthetics, Inc., the medical technology company behind the CoolSculpting Cryolipolysis®.

Don't be afraid to enquire about their experience, ask them to share their results and discuss how many procedures they have carried out. It is vital that you feel you are in safe hands before, during and after your treatment.

During your consultation you should be asked to discuss your medical history, talk about the areas you would like to have treated and your expectations, and understand your suitability for treatment.

Once you are satisfied you have all the information you need and are feeling confident to move ahead, you should be given a treatment date 14 days after your consultation. This 'cooling off period' is a recommended industry standard and provides you sufficient time to digest the information and ask further questions should you need to.



WHY WE RECOMMEND DR CLAIRE OLIVER...

As Medical Director of Air Aesthetics Clinics, Dr Oliver is one of the UK's leading CoolSculpting® practitioners. With nearly four years' experience under her belt, and one of a very small number to have trained in both the US and UK, Dr Oliver has personally performed more than 2,000 treatments.

With clinics in Henley in Arden, Warwickshire, and The Cube, in the centre of Birmingham, we are able to offer you a personalised, professional customer experience in the location that suits you.

We understand that you may feel nervous and we invite you to visit our Air Aesthetic centers and watch a treatment taking place. You are more than welcome to speak to some of our clients and meet with Dr Oliver to informally discuss CoolSculpting® prior to a consultation. We do not charge for this time with us.

Call **0845 519 5377** and speak to Sue Harbour, our Clinic Co-ordinator, and discover how your exciting journey will lead to a new you.

Email: hello@airaesthetics.co.uk



Dr Claire Oliver



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