# Dr. Beran's Guide to: COOLSCULPTING

## What Is CoolSculpting?

CoolSculpting by ZELTIQ<sup>™</sup> is a breakthrough, non-invasive technology that freezes away stubborn fat by gently targeting and cooling unwanted fat cells in the selected area to produce a noticeable, natural-looking reduction in fat bulges. Unlike most other methods of fat reduction, CoolSculpting involves no needles, surgery, or "downtime."

## What Are The Results Of CoolSculpting

These surgeries, whether performed under local, "twilight" or general anesthesia, can often be combined to limit your total recovery "downtime" so that you are inconvenienced as little as possible. Appreciative of your full and busy life, Dr. Beran uses state-of-the-art techniques to minimize your pain and recovery time so you can quickly return to your family and your life.

## What Happens During The Procedure

First, you and Dr. Samuel Beran, one of Westchester's leading plastic surgeons, select the area(s) to be treated. For example, if your goal is to reduce your "love handles," Dr. Beran will position the panels of the CoolSculpting device to draw the bulge up between two cooling panels.

During the 1-2 hour procedure, you will be seated comfortably or lying down. Many patients spend this time reading, on their laptop or simply relaxing. What you will feel is a firm tug and pull – enough of a pull to make sure the selected tissue will be cooled most efficiently. Then you will feel a sensation of intense cold, which soon goes away.

The CoolSculpting procedure is completely non-invasive, so you can return to normal activities immediately. You may experience redness, minor bruising, tingling or numbness in the treated area, but this is temporary.

## How Soon Will You See Results And Are They Permanent

You may start to see changes as quickly as three weeks after your CoolSculpting treatment. You will experience the most dramatic results after two months. Your body will still be flushing fat cells at that time, and it will continue doing so for up to four months.

During the CoolSculpting procedure, the treated fat cells are removed. As long as you maintain your weight with normal diet and exercise, your long-term results should be permanent.

## Highly Experienced In CoolSculpting

With years of specialized surgical experience, Dr. Samuel Beran has performed hundreds of CoolSculpting treatments with outstanding results. One of the best plastic surgeons in the New York area, Dr. Beran understands that choosing the CoolSculpting procedure is an important decision for a woman and he knows how much it means to each and every patient to achieve the results she wants. To make sure you are fully informed about CoolSculpting and understand exactly what results to expect, Dr. Beran will take all the time you need to make sure your questions are answered.

## How Much Does CoolSculpting Cost?

Because every woman's body is unique and the results from the CoolSculpting procedure(s) are particular to her, the exact cost of surgery is determined by Dr. Beran after he has met with the patient and together, they have decided precisely where to apply CoolSculpting to achieve the best possible results.

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