

**For Immediate Release**

**Date: July 17, 2007**

Contact: Jaime Baron

Jaime Alyn PR

Phone: 212-213-2003

[jaime@jaimealynpr.com](mailto:jaime@jaimealynpr.com)

**Local Laser Surgeon Brings SmartLipo™ to Eastern North Carolina**  
*First Laser-Assisted Liposuction System to Melt-Away Fat*

(Fayetteville, NC) SmartLipo is a revolutionary and minimally-invasive body sculpting procedure that uses a high-powered laser to remove fat and sculpt body contours while tightening the skin. Because it vaporizes the fat, SmartLipo does not involve the painful, traumatic suctioning of solid fat associated with traditional liposuction. With SmartLipo, patients can achieve smoother results than traditional liposuction with less downtime and fewer side effects.

Dr. Robert Clinton, Medical Director of Coressence Laser & Skin Center, is the first physician in Eastern North Carolina to acquire the SmartLipo system, and his patients are singing its praises. Clinton explains, "SmartLipo is a remarkable device that is light years ahead of any other options. SmartLipo seals the tiny blood around the fat as it liquefies the fat and tightens the skin, resulting in amazing transformations without the traditional risks."

SmartLipo works by inserting a very small cannula with a laser fiber into the skin through a circular incision approximately two millimeters in diameter. The cannula is moved back and forth as the laser's energy is delivered directly to the fat cells, making them rupture and easy to drain away. In addition, as the laser energy causes skin shrinkage or tightening as it interacts with the dermis.

"Due to the small size of the cannula, Smart Lipo is a minimally invasive procedure and can be performed under local anesthesia," says Clinton. The procedure causes less bleeding, swelling and bruising, resulting in a quicker recovery time than conventional liposuction methods since the laser causes small blood vessels to coagulate immediately on contact. "Compression garments are only needed for two weeks rather than 6 to 12 weeks, and patients are often back to work in a couple of days," explains Clinton.

Dr. Clinton takes a unique approach by using SmartLipo followed by power-assisted liposuction (PAL). "By combining SmartLipo with PAL, dramatic results are immediate and improvements will continue over the next few months."

SmartLipo alone is also ideal for treating small areas of the face, neck, arms, breasts, abdomen, thighs, knees and areas of loose and flabby skin. Additionally, the procedure will improve the body's shape and may improve cellulite to a certain degree. For most patients, typically only one treatment is required. The session may last from 45 minutes to one hour for each area treated. Results can be seen immediately with continued improvement over several months.

**For more information about SmartLipo or to set-up an interview with Dr. Robert Clinton contact Jaime Alyn PR at 212-213-2003 or [jaime@jaimealynpr.com](mailto:jaime@jaimealynpr.com)**