

## FREEZE AWAY FAT

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A new procedure promises to freeze away unwanted fat

**Say goodbye to love handles and back fat** – and hello to CoolSculpting, a new procedure that freezes away up to 20 percent of unwanted fat in targeted areas. Approved in 2010 by the FDA for love handles and this year for the abdomen, CoolSculpting, “sounds too good to be true,” says Dr. Jacob D. Steiger, who offers the procedure at his new facility in Boca Raton. “But it’s very

different from other non-invasive fat reduction technologies because it’s based on cooling rather than heat.”

CoolSculpting utilizes cooling plates that suction skin and essentially freeze away underlying fat to reduce bulges. “It feels like someone is pinching you really hard and after five minutes you feel nothing,” says Steiger. “You can read a book, talk on the phone, watch a movie.”

Once the freezing is complete, the area is massaged for about an hour and patients go about their day. No needles, no surgery, no downtime – only the frozen, crystallized fat cells are eliminated in the process, leaving only healthy skin cells behind.

Nearly two dozen doctors currently offer CoolSculpting in South Florida. For a complete list visit [www.coolsculpting.com](http://www.coolsculpting.com).

—Valerie Nahmad Schimel

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