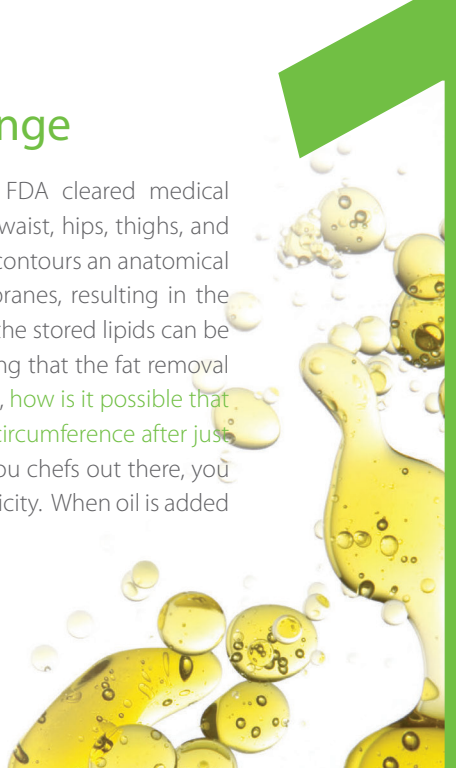


The One Treatment Challenge

The Verjú Laser System is the only green laser FDA cleared medical procedure for the circumferential reduction of the waist, hips, thighs, and the appearance of cellulite. The Verjú Laser System contours an anatomical area by safely disrupting the fat cell's outer membranes, resulting in the release of stored intracellular lipids. Once released, the stored lipids can be safely removed and processed by the body. Knowing that the fat removal process will take several hours, perhaps several days, **how is it possible that the Verjú Laser System can reduce a person's waist circumference after just one treatment?...** Simple– hydrophobicity! For all you chefs out there, you are already familiar with the principles of hydrophobicity. When oil is added to water, what happens? Oil droplets form.

verjú[®]
by Erchonia[®]



How it Works

This occurs because the long nonpolar chains of fat and the small polar water molecules are immiscible - basically meaning they can't combine or properly mix together. Fat is considered to be a hydrophobic molecule, which means it fears water.

When the Verjú Laser System disrupts the fat's cell membrane, releasing the stored fat, the fat leaves the controlled cell environment and enters into an aqueous environment (water environment). Quickly, the fat will shift and combine with neighboring hydrophobic molecules based on the principles of hydrophobicity to avoid water. In turn, a single treatment with the Verjú Laser System can yield a circumferential reduction as the fat in the treatment area can shift above or below the measurement point. Of course, the fat must still be removed from the area via the lymphatic system, but in the short term, Verjú, along with the principles of hydrophobicity, help to generate your trimmer waist and reduce the appearance of cellulite!

