



The proven procedure  
that safely removes  
fat and reduces inches  
with ZERO pain and  
ZERO surgery.

**REVOLUTIONIZE YOUR BUSINESS**

 **ZERONA<sup>z6</sup>**  
Non-Invasive Fat Loss Laser

## ZERONA BY ERCHONIA; A COMMITMENT TO RESEARCH

Since 1996 Erchonia, the manufacturer of ZERONA®, has been committed to fully bringing to light the medical utility of low-level laser therapy (3LT®) through rigorous clinical studies.

ZERONA® has been examined extensively from in-vitro and ex-vivo analyses to in-vivo clinical investigations.

Presently, Erchonia remains steadfast in unlocking the potential benefits of ZERONA® by exploring subtle changes within adipocyte function that could modulate DNA expression, protein and hormone synthesis, ultimately affecting the endocrine and immune systems.

The ZERONA® procedure has been proven through a double-blind, randomized, multi-site and placebo-controlled clinical study in which clients, on average, lost 3.72 inches from their waist, hips and thighs. These results were dramatic compared to the placebo group, which only lost an average of half an inch over the same time period.

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**MOST RECENTLY, ZERONA RECEIVED 510(K) FOR A ONCE A WEEK PROTOCOL, WHICH RESULTED IN 6.2 INCH REDUCTION OVER 6 WEEKS.**

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As you will quickly learn, ZERONA® was built on a solid foundation of histological and clinical evidence and should reassure you and your clinic that ZERONA® will provide clients with a reliable, safe and effective non-invasive contouring of the waist, hips, thighs and arms.

Erchonia has developed other products that are designed and FDA market cleared for use during liposuction and breast augmentation. This led to the non-invasive ZERONA® laser, which emulsifies the adipose tissue and releases excess fat into the interstitial space. From there, fat is passed through the body during its normal course of detoxification.

Following the ZERONA® protocol, physicians can be confident they are treating their clients with the safest and most researched low-level laser in the world.

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### **DID YOU KNOW?**

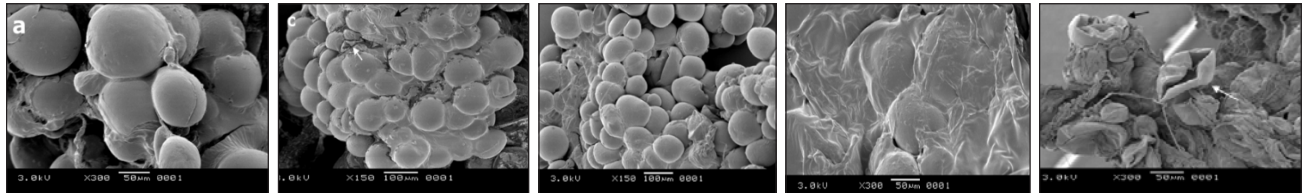
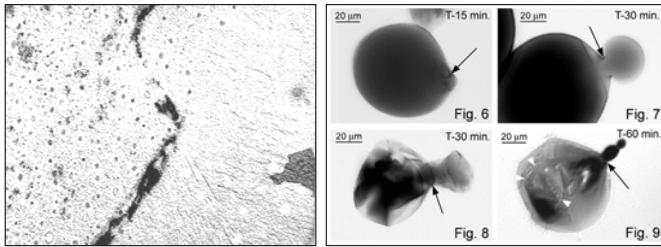
ZERONA® does not harm the fat cell.

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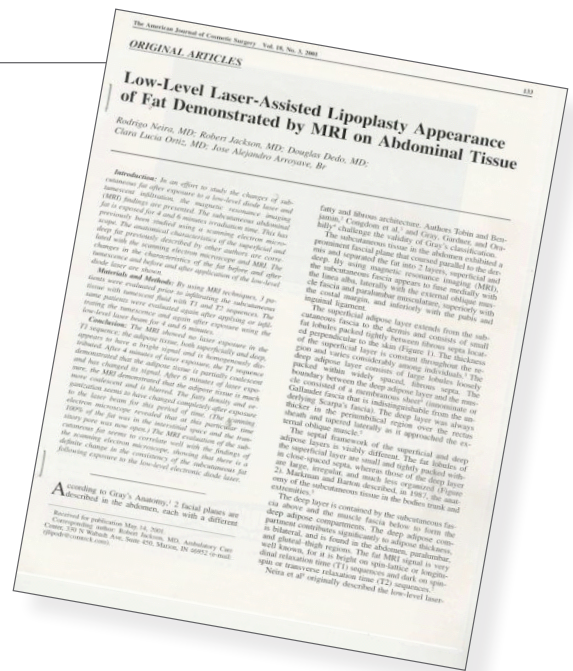
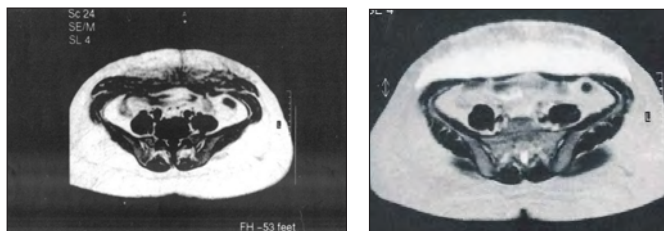
## CELLULAR RESEARCH 1998 - 2003

In 1998 Erchonia, along with Rodrigo Neira, MD, a Plastic Surgeon from Canada, started researching the effects Erchonia laser had on fat cells; in 2000 at the World Congress on Liposuction, Dr. Neira presented his first research results on adipocytes. This initial research was met with a lot of skepticism so Erchonia went on to reproduce his results at 3 additional research sites around the world. The following images from Dr. Neira were published in the Plastic and Reconstructive Surgery Journal 2002(1).



## DEPTH OF PENETRATION 2001 - 2004

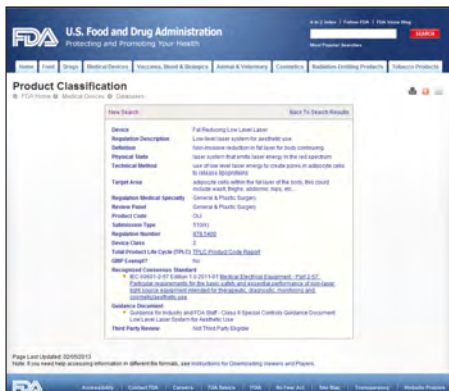
This research stemmed from unanswered questions; for instance, how far can a red laser, manually scanned over the abdomen, penetrate into the tissue. In 2001, abdominal MRI images published in the American Journal of Cosmetic Surgery showed fat emulsification to 5cm; this was further quantified in another peer review publication in 2004 on live liposuction clients which eventually led to the first laser of any kind given a 510(k) market clearance for liposuction (Device: Erchonia EML). To this date in January 2013 the Erchonia laser was the only laser that has been proven in a level 1, blinded and controlled clinical trial to receive an FDA(510(k)) market clearance for liposuction (2004). The Erchonia EML is device patented and process patented.



## CLINICAL RESEARCH 2004 - 2010

While researching the effects Erchonia lasers had on fat cells and based on our years of observing irradiated adipocytes, we wondered if it would be possible to remove fat from the body and create a slimming event without surgery. Erchonia performed a small pilot study. The results of which were published in Lasers in Surgery and Medicine in 2008. Seeing the successful results of a pilot study, Erchonia met with the FDA and looked to obtain a market clearance for circumference reduction of the waist, hips and thighs based on its published clinical pilot study.

After meeting with the FDA in 2007, Erchonia, based on FDA comments, designed a level 1 clinical trial which set the success criteria of a minimum of 3 inch reduction from the waist, hips and thighs in 2 weeks with a 2 week follow up. In the clinical trial, if clients added diet and exercise to the treatments they were excluded from the clinical trial. The clinical trial went as far as tracking daily diet and exercise and had the clients sign a daily log stating they did not change their normal diet and exercise during the clinical trial.



Erchonia submitted its data to the FDA in August 2008. After reviewing the data for 2 years, the FDA granted Erchonia a 510(k) in August 2010 for circumference reduction of the waist, hips and thighs (Market Clearance k082609). This monumental occasion created a new category in the FDA called OLI – Fat Reduction Laser. The clinical trial results were published in Lasers in Surgery in December 2009.

### 35 SUBJECTS RANDOMIZED TO "ACTIVE" GROUP

"Active" Group Averaged 3.52" in two weeks. Twenty-two (63%) demonstrated the 3.0" reduction.

AREA	INCHES	CENTIMETERS	P VALUE
Waist	-0.98	-2.5	<0.0001
Hip	-1.05	-2.7	<0.01
Left Thigh	-0.65	-1.7	<0.01
Right Thigh	-0.85	-2.2	<0.01
TOTAL	-3.52	-9.1	<0.01

### 32 SUBJECTS RANDOMIZED TO "SHAM" GROUP

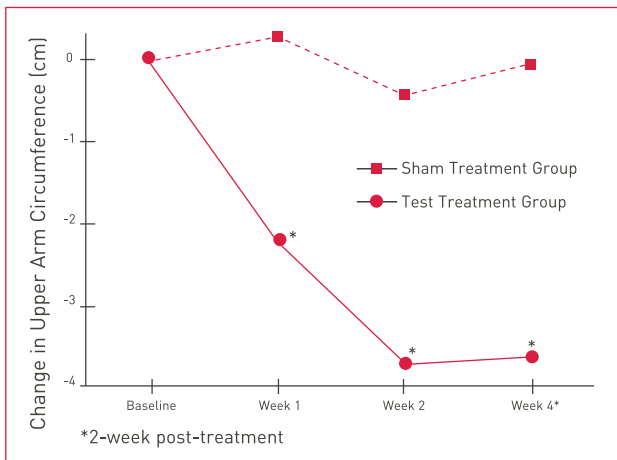
"Sham" Group Averaged 0.68" in two weeks. Two subjects (6.28%) demonstrated a 3.0." reduction.

AREA	INCHES	CENTIMETERS	P VALUE
Waist	-0.25	-0.63	>0.05
Hip	-0.21	-0.53	>0.05
Left Thigh	-0.17	-0.4	>0.05
Right Thigh	-0.05	-0.12	>0.05
TOTAL	-0.68	-1.68	>0.05

Between treatment groups, the difference in inch reduction was statistically significant ( $p < 0.0001$ ).

## CLINICAL RESEARCH ARMS 2010 – 2012

Erchonia's commitment to research with Zerona has not stopped with its original indication of waist, hips and thighs. In 2010, after receiving our 510(k) for waist, hips and thigh reduction, Erchonia worked with Mark Nestor, M.D., PH.D. and started performing a Level 1 blinded and controlled clinical trial for circumference reduction of the arms. In May 2012, Erchonia received another 510(k) based on this clinical trial data. After having so many doctors ask what the long term effects of the treatment were, we thought the arm clinical trial was the perfect model to look at long term results; the FDA, in its review of Erchonia's clinical data wanted to know the answer to this question as well. Based on client follow up to 10 months after last treatment there was not a statistically significant increase in fat. We also believe that this may support the notion that if clients maintain a calorie neutral diet, there appears to be no significant gain in fat in the treated area.



There is also no fat redistribution to other areas, which we will explain later. It is well published that liposuction clients will gain fat in the areas treated if lifestyle changes are not made.

## Treatment Expectations (from the clinical trial data)

“How do you think your arms look after the procedure compared with what you had expected before the procedure?”<sup>1</sup>

	LLLT Group (N=20)	Sham Group (N=20)
Much Better than Expected	4(13)	2(7)
A Little Better than Expected	10(32)	3(10)
About the Same as Expected	13(42)	15(48)
A Little Worse than Expected	4(13)	10(32)
Much Worse than Expected	--	1(3)

<sup>1</sup>Significantly more subjects in the LLLT Group believe their results were better than expected, N=14 vs. N=5; p<0.05, Fischer's Exact Test.



# ONGOING RESEARCH AND ANSWERING THE CRITICS THROUGH PEER-REVIEWED PUBLISHED RESEARCH. 1998 – PRESENT

Face it, Zerona seems too good to be true; reducing inches from the waist, hips, thighs and arms in 2 weeks with no known side effects, no pain and no down time; this seems impossible. The concept that you are causing no side effects, no pain and circumference reduction starting at week 1, is hard to comprehend. We believe this happens because the Zerona laser is not causing an inflammatory event like most other so-called non-invasive technologies like cryolysis or ultrasound. The client does not have to go through the inflammatory process which takes time; this is why we see results in 2 weeks compared to months for competitors.

It has been also stated that Zerona is nothing more than fat redistribution. This statement is ridiculous and not based in any scientific fact; not because we say it is, but because we have proven through Level 1 clinical studies. Erchonia performed a 2 week follow up in our original waist, hips and thighs clinical trial. We did this because the FDA wanted to see if the results would disappear after 2 weeks and unlike most devices that have claims of temporary reduction, the Erchonia 510(k)s for waist, hips, thighs and arms do not have temporary claims. Based on critique we were getting in the trade industry, we decided to do a long term follow up on our arm study to show that the fat does not come back. Erchonia documented fat did not re-accumulate for up to 10 months in some clients.



**CONCLUSION: "These data reveal that the circumference reduction exhibited following LLLT is not attributed to fluid or fat relocation at all measurement points."**

Lasers Surg. Med. 44:211-217, 2012 ©Wiley Periodicals, Inc.

To add further proof, we decided to measure systemic points or areas like the arms, ankles, etc. that were not treated while clients were going through a waist, hips and thigh treatment. The thought being that if we treated these areas, if fat redistribution were happening, we would see other areas get bigger in pre and post measurements at baseline and at the end of the 2 week treatment.

In 2012, Erchonia published a study on 689 clients looking at systemic point after these statements were made about Zerona. This 689 client study looked at areas that were untreated while clients were going through the Zerona treatment. We showed the areas also shrunk proving we were not redistributing fat. This study was not done to make any claims that we're getting a circumference reduction other than the waist, hips, thighs and arms which have been given a 510(k) clearance based on level 1 clinical trials.

## DID YOU KNOW?

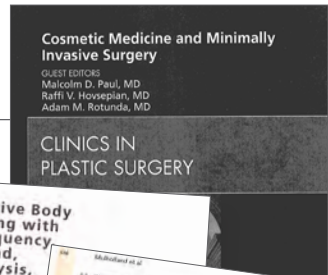
You can view and download all the full journal articles at [www.MYZERONA.com](http://www.MYZERONA.com).



**ONGOING PUBLISHED "REAL-LIFE" CLINICAL DATA. 2010 -2013**

Every device needs to be validated and the results of that validation published by doctors who have purchased the device and clients that have paid for the procedure. Please read the article by Stephen Mulholland MD, a Plastic Surgeon from Canada; who published his results with ZERONA in Clinics in Plastic Surgery. He stated –

*“The lead author (referring to himself) has deployed ZERONA in his practice for 10 months. A review of 110 consecutive, well-selected patients shows that the minimum guarantee was met without diet and exercise.”*



**Lasers in Surgery and Medicine**



Also, please get a copy of Elizabeth McRae, MD and Jamie Boris, BS article that was published in Lasers in Surgery and Medicine in 2013. The Conclusion of this peer reviewed research paper stated, *“These data further validate the clinical efficacy and safety of LLLT at 635nm”.*

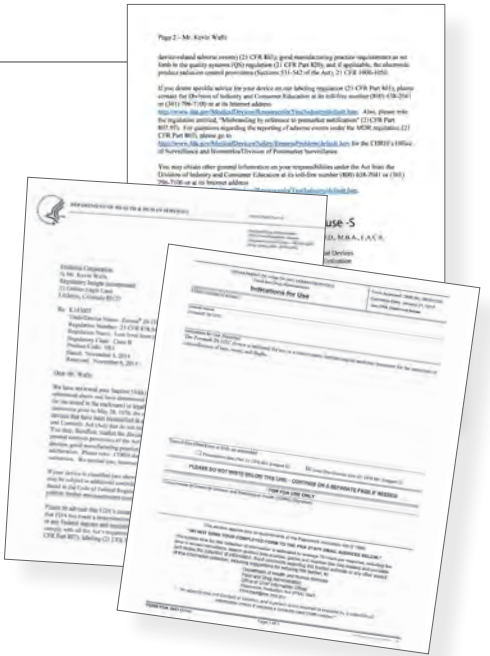
Erchonia would like to thank all of the doctors for their hard work and dedication to science and client outcomes.

**ONGOING PUBLISHED "REAL-LIFE" ZERONA-Z6 FOR OVER THE COUNTER USE (2014)**

Erchonia completed the ZERONA-Z6 clinical trial for Over the Counter use in 2014. The results from the Over the Counter clinical trial were used to obtain FDA Clearance 510(k) K143007 in January 2015.

The ZERONA Z6 OTC Laser is indicated for use as a non-invasive dermatological aesthetic treatment for the reduction of circumference of hips, waist and thighs.

The ZERONA Z6 OTC laser delivers a new non-invasive fat loss procedure designed to slim the body without surgery, pain or needles. The protocol allows clients to continue daily activity without interruption.



# CLINICAL TRIAL LEVEL SUMMARY

Table 1 below shows the mean and standard deviation of the pre-treatment and post-treatment administration combined circumference measurements and of the magnitude of the change between the two evaluation points for all 22 treatment administration subjects.

**TABLE 1: MEAN AND STANDARD DEVIATION OF THE TOTAL CIRCUMFERENCE AND CHANGE**

n=22	Pre-treatment	Post-treatment	Change
Mean	117.14	113.42	-3.72
SD	7.57	6.54	2.25

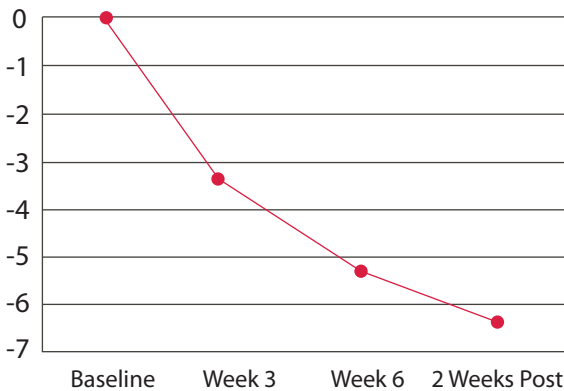
A series of **t-tests for correlated samples** were conducted to evaluate the significance of the change in pre- to post-treatment circumference measurements for each of the 4 individual body areas across the evaluable subject sample. The mean inches decrease in circumference measurements from pre- to post-treatment assessment was found to be **statistically significant** for each of the 4 individual treatment areas, as in the original reference clinical study, as follows:

## TREATMENT AREA

TREATMENT AREA	$\mu_a - \mu_b$	t	df	p(2-tailed)
Waist	1.46	+5.48	21	<0.0001
Hips	0.87	+4.99	21	<0.0001
Right Thigh	0.53	+3.55	21	0.0019 (p<0.005)
Left Thigh	0.86	+6.77	21	<0.0001

Table 3 and Chart 1 below show the mean change in combined circumference measurements across study evaluation points.

**Chart 1: Mean change in total circumference measurements (ins.) at each study evaluation point relative to baseline**



**ERCHONIA RECEIVED THE METHOD PATENT FOR NONINVASIVE FAT REDUCTION. PATENT NO.: US 8,932,338 B2 DATE OF PATENT: JAN. 13,2015**

## Individual Area Circumference Measurements Change Evaluation

Table 3 below shows the mean and standard deviation of the pre-treatment and post-treatment administration circumference measurements and of the magnitude of the change between the two evaluation points for all 22 treatment administration subjects for each of the four individual body areas of the waist, hips and right and left thighs.

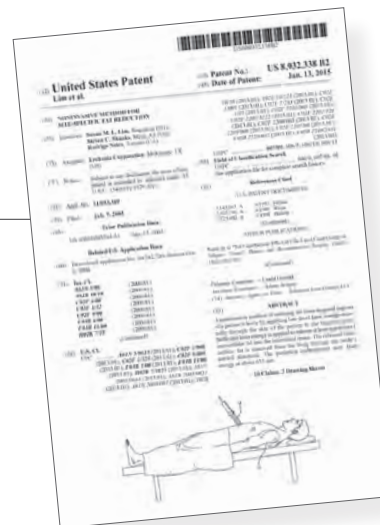
**TABLE 3: MEAN AND STANDARD DEVIATION OF THE INDIVIDUAL AREA CIRCUMFERENCES**

Waist	Pre-treatment	Post-treatment	Change
Mean	34.60	33.14	-1.46
SD	3.31	3.26	1.25
Hips	Pre-treatment	Post-treatment	Change
Mean	37.49	36.62	-0.87
SD	3.02	2.63	0.82
Right Thigh	Pre-treatment	Post-treatment	Change
Mean	22.46	21.93	-0.53
SD	1.71	1.60	0.70
Left Thigh	Pre-treatment	Post-treatment	Change
Mean	22.59	21.73	-0.86
SD	1.87	1.72	0.60

**Table 3: Mean total circumference measurements (ins.) across evaluation points**

	Mean Total Circumference
Baseline	166.67
Midpoint (week 3)	163.39
Endpoint (week 6)	161.31
2 Weeks Follow-up	160.45

Total circumference measurements decreased progressively from baseline at each of the three subsequent evaluation points culminating in a mean decrease of 6.22 inches by 2 weeks post-procedure evaluation, supporting the progressive effectiveness of the Erchonia® EZ6 Laser procedures over time, including a two-week follow-up period during which no treatment was administered.





### DID YOU KNOW?

ZERONA® providers have treated in excess of 250,000 clients, with an average of 3.72 inches of reduction in just two weeks.

PROVEN RESULTS\*

Amazing!

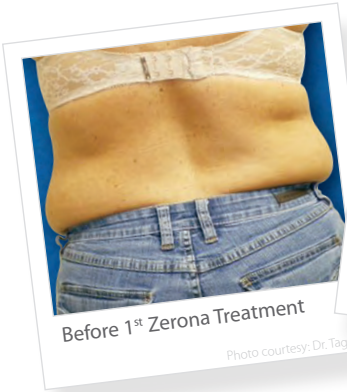


Before Zerona Treatment

After Zerona Treatment

Photo courtesy: Erchonia

Photo courtesy: Erchonia



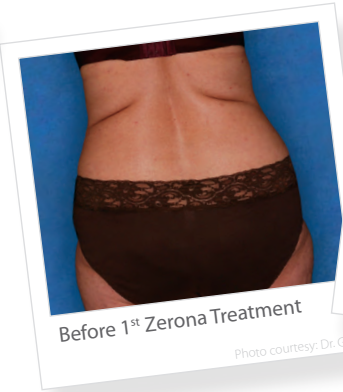
Before 1st Zerona Treatment

Photo courtesy: Dr. Taguchi



After 6th Zerona Treatment

Photo courtesy: Dr. Taguchi



Before 1st Zerona Treatment

Photo courtesy: Dr. GoCo



After 6th Zerona Treatment

Photo courtesy: Dr. GoCo



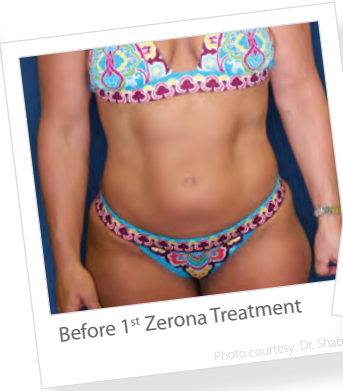
Before 1st Zerona Treatment

Photo courtesy: Dr. Acra



After 6th Zerona Treatment

Photo courtesy: Dr. Acra



Before 1st Zerona Treatment

Photo courtesy: Dr. Shabnam



After 6th Zerona Treatment

Photo courtesy: Dr. Shabnam



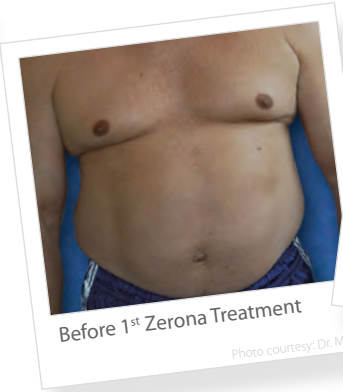
Before 1st Zerona Treatment

Photo courtesy: Dr. Shuman



After 6th Zerona Treatment

Photo courtesy: Dr. Shuman



Before 1st Zerona Treatment

Photo courtesy: Dr. Mullin



After 6th Zerona Treatment

Photo Courtesy: Dr. Mullin

Photo courtesy: Dr. Mullin

\*Results are after 6 treatments over a two week period.

## RETURN ON INVESTMENT

### Estimated Monthly Overhead Costs

	36 Month lease	48 Month lease	60 Month lease
Monthly lease payment:	\$1,259	\$964	\$799
Monthly NET on standard treatment room:(building lease and electricity payment)	\$270	\$270	\$270
<b>TOTALS:</b>	<b>\$1,529</b>	<b>\$1,234</b>	<b>\$1,069</b>

### Monthly income from clients treated (6 treatments per client at minimum)

	5 clients per month	10 clients per month	20 clients per month
\$1,200 treatment packages	\$6,000	\$12,000	\$24,000
\$1,500 treatment packages	\$7,500	\$15,000	\$30,000
\$1,800 treatment packages	\$9,000	\$18,000	\$36,000

### Long-term return on investment

	5 clients per month			10 clients per month			20 clients per month		
<b>Treatment packages:</b>	<b>\$1,200</b>	<b>\$1,500</b>	<b>\$1,800</b>	<b>\$1,200</b>	<b>\$1,500</b>	<b>\$1,800</b>	<b>\$1,200</b>	<b>\$1,500</b>	<b>\$1,800</b>
3 Months:	\$18K	\$22.5K	\$27K	\$36K	\$45K	\$54K	\$72K	\$90K	\$108K
6 Months:	\$36K	\$45K	\$54K	\$72K	\$90K	\$108K	\$144K	\$180K	\$216K
12 Months:	\$72K	\$90K	\$108K	\$144K	\$180K	\$216K	\$288K	\$360K	\$432K

Contact us today to learn more.

**877-699-3766 Toll Free**

**[www.myzerona.com](http://www.myzerona.com)**

## READ WHAT PROVIDERS AND CLIENTS ARE SAYING ABOUT ZERONA!

**“If you cannot make money using Erchonia Body Contouring Treatment, you have no idea what you are doing. The treatment is that simple and the results that good.”**

—Sam Tieles - Sensitive Touch Innovative Med Spa

**“I cannot get her off the machine.”**

—Dr. William McCarthy - Woodbridge, VA

**“We've had the Zerona LipoLaser now for over five years. We've seen a serious increase in the competitive market, all the while remaining confident that we made the best choice initially with Erchonia's Zerona. Nearly all of our clients achieve over the FDA approved 3.5" loss. I've seen the whole spectrum of body types, from the super-fit athletes to clinically obese and am impressed at the reliability of the Zerona to deliver results that reach my clients' expectations. This machine has allowed our practice to expand, hire, purchase a beautiful office space and still have the freedom for me, as a mother, to raise my children. Looking forward to the future!”**

—Desirae Hodel-212° Wellness - Fort Collins, Colorado

**“Every patient that has gone through the treatment has been satisfied with the results.”**

—Dr. Delphine Shannon - Gulfport, MS

**“The Zerona is painless, no bruising and absolutely no recovery time. After about 2 weeks of treatments I had lost a complete pants size, felt energized and able to wear my jeans! It's been several months now and I can still wear the jeans and still feel great!”**

—Ruth Miller, Vibrant Health Center - Acworth, GA

**“I have lost 13 inches with 12 sessions of Zerona, and I am extremely happy with my results. The change that I could see rapidly on the outside kept me motivated to work out and eat right as a result. I have also lost 10 pounds as a result to my Zerona treatments.”**

—Kristine M., Client-Omaha, NE

**“My name is Tami Moore, my husband Dr. Randall Moore and I have been helping patients for around 10 months. Initially we bought the Zerona laser as an addition to his practice to help out with weight loss and overall patient health. Not only has it been a huge success, but extremely beneficial financially! I have helped over 1,000 patients in this short of time, and about 90% of the time they are so pleased they buy more packages! My overall goal is to expand my business with purchasing more Zerona lasers and double my patient load! Erchonia has been incredible support and extremely helpful. I would recommend any business to add the Zerona laser to their practice. It is very rewarding to help patients reach their overall weight loss or help them jump start their health in the right direction.”**

—Tami Moore- Lafayette, CO

**“April 13th-Current (May 13th, 2015) \$13,522.00. We have several consultations scheduled each day and several new clients for June already. We've used a combination of advertising and in-house referrals. Radio to start and TV ads to start. Had a free spot on Fox21 News “new in Duluth the Zerona Laser” that drew many phone calls. Paper ongoing. Facebook has proven healthy. Youtube & Website videos, Google+. The Clients talking to each other make the best salesmen!”**

—Dr. Robb Anderson - Duluth Laser Clinic - Duluth, MN

**“In the last 30 days the Zerona has generated over \$20,000 - A win-win situation. Not only for the additional income for the office but for the wonderful and safe way to lose inches for our patients. One of the best investments I ever made!”**

—Dr. Triba - Omaha, NE

## LISTEN TO THE BUZZ... WHAT THE MEDIA IS SAYING ABOUT ZERONA!



“The future of liposuction, a brand new laser called ZERONA®. It zaps away fat without the bruising, scars or downtime.”  
- Dr. Travis Stork from The Doctors



“The ZERONA® laser achieves what we consider to be the holy grail of plastic surgery.”  
- Dr. Youn from the Rachael Ray Show



“The ZERONA® is a cool touch laser that is used on the outside of the skin to melt fat.”  
- Early Show



“One of the things that is so exciting about this laser is that everyone is a potential patient. It's the first time we've been able to target pockets of fat and liquefy them.”  
- Kelley West, R.N. from Good Day LA



“This is the kind of thing that you just dream about.”  
- Elizabeth VanderVeer, MD

“I am so happy with the ZERONA® treatment. My body has been totally transformed. It is better than it ever was even before children. I lost my hips and my thighs are thin. For the first time in my life, I am completely happy with my body. I know this outcome was directly from the ZERONA® treatment because it is the only thing different than what I have done for years and years.”  
- ZERONA® patient testimonial after 9 treatments, courtesy of Dr. Steele