



## COOLSCULPTING® FACTS-AT-A-GLANCE

---

### About CoolSculpting

CoolSculpting is a non-invasive, clinically proven procedure to selectively reduce fat layers in problem areas using a patented cooling technology. It is a safe procedure cleared by the FDA and CE marked in Europe that gently cools unwanted fat cells in the body to induce a natural, controlled elimination of fat cells. This reduces bulges in treated areas of the body without harming surrounding tissue.

### Key Benefits of CoolSculpting

It involves no needles, surgery or downtime.

- Since CoolSculpting is non-invasive, patients can resume daily activities including work and exercise, immediately following treatment

It's safe.

- Patients can generally sit or lie comfortably and read, work on their laptop or even nap during the procedure. The procedure is performed in a medical office, under the supervision of a physician specializing in cosmetic procedures.

It's convenient.

- Procedures last about one to two hours, so treatment can easily be performed during a lunch hour or without major disruption to the day.

The results are dramatic.

- On average, each CoolSculpting Procedure results in a 20% reduction of fat in the treated areas, and patients can start to see results as soon as three weeks following treatment, with the most dramatic results occurring over a period of two to four months in most patients.

### How CoolSculpting Works

During the CoolSculpting Procedure, a non-invasive applicator delivers precisely controlled cooling to the treatment area to specifically target underlying fat, leaving surface skin tissue unaffected. When fat cells are exposed to extreme cold, a process of natural removal is triggered, which gradually reduces the thickness of the fat layer. The result is a visible reduction in fat bulges.

### Efficacy

On average, CoolSculpting results in a 20% reduction of fat in the treated areas, and patients can start to see results as soon as three weeks following treatment, with the most dramatic results occurring over a period of two to four months in most patients.

Clinical studies<sup>1</sup> involving hundreds of patients show that, for properly selected patients, CoolSculpting is an effective way to reduce fat without the risk and recovery time of surgical procedures. The result is noticeable, natural-looking fat reduction in the treated areas.

### Safety

CoolSculpting is safe because the delivery of precise cooling affects only targeted fat cells, leaving adjacent tissue unharmed and intact.

### Availability

CoolSculpting is available through an elite network of CoolSculpting Centers across the United States and select international markets in Canada, Europe, the Middle East, Africa, Latin America and Asia Pacific. Dermatologists, plastic surgeons and established aesthetics practices offering can be found at [www.coolsculpting.com](http://www.coolsculpting.com).

Disclaimer: In the U.S., non-invasive fat reduction is cleared only for the flank (love handle).

CoolSculpting and the CoolSculpting logo are registered trademarks of ZELTIQ Aesthetics, Inc. The snowflake mark is a trademark of ZELTIQ Aesthetics, Inc. Copyright © 2011, ZELTIQ Aesthetics, Inc. The products described in this document may be covered by U.S. Patent 7,367,341. Other patents and patent applications pending worldwide. IC0185-A



## COOLSCULPTING® FACTS-AT-A-GLANCE

---

### Target Patient

CoolSculpting is not intended as a weight-reduction program for overweight individuals. The best candidates for the procedure are people near their ideal body weight who eat well and exercise regularly and have pockets of fat that have not responded to a healthy lifestyle.

They are seeking spot reduction for specific areas of fat but are not considering a surgical procedure.

### The Science Behind CoolSculpting

The CoolSculpting Procedure developed by ZELTIQ is based on sound science called Cryolipolysis. Cryolipolysis is the result of a groundbreaking discovery by Drs. Dieter Manstein and R. Rox Anderson at the Wellman Center for Photomedicine at Massachusetts General Hospital in Boston, a teaching affiliate of Harvard Medical School. ZELTIQ is the exclusive licensee of this patented technology and therefore the only company to provide Cryolipolysis.

Their initial work, first published in the peer-reviewed professional journal *Lasers in Surgery and Medicine*, proved that subcutaneous fat cells are naturally more vulnerable to the effects of cold than other surrounding tissue. These Harvard studies and other research from centers of excellence confirmed that fat cells, when exposed to precisely controlled cooling for a sustained period of time, undergo a gradual reduction and cell death through a process called "induced apoptosis."<sup>2</sup>

### Company History

Founded in 2005, ZELTIQ is a global technology device company that developed a patented, non-invasive, clinically proven procedure to selectively reduce fat. It has licensed the exclusive commercial rights to Cryolipolysis from Massachusetts General Hospital as a non-invasive method of reducing fat. ZELTIQ is advancing the basic science, clinical evaluation, and commercial development of this technology. The company has developed an advanced medical device that utilizes this new discovery and is making it available to physicians specializing in cosmetic procedures.

### Media Contact:

Shari Gold  
GOLD PR for ZELTIQ  
714.251.0375  
[sgold@goldpr.com](mailto:sgold@goldpr.com)

1. Clinical data on file. ZELTIQ Aesthetics, Inc. Pleasanton, CA.
2. Manstein D, Laubach H, Watanabe K, Farinelli W, Zurakowski D, Anderson R. Selective cryolysis: a novel method of non-invasive fat removal. *Laser Surg Med.* 2008;40:595-604.