

## **Cherry Hill Laser & Skin Care Center adds SmartLipo to their Impressive Menu of Services**

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## **Cherry Hill Laser & Skin Care Center adds SmartLipo to their Impressive Menu of Services**

Cherry Hill, NJ. – June 9, 2008 – Cherry Hill Laser & Skin Care Center has added SmartLipo to their menu of services. The procedure will be performed in their new Surgicenter which is under the direction of their partner Richard M. Goldfarb, MD.

Dr. Goldfarb is one of the most experienced SmartLipo surgeons on the East Coast having performed hundreds of SmartLipo procedures. He has 20 years experience with traditional liposuction and his Surgicenter is the East Coast training center for Cynosure Laser Company. Dr. Goldfarb is also a national speaker and trainer for Cynosure.

“We are so pleased and proud to be partnering with a surgeon with this type of stature and this type of experience”, stated Jeffrey E. Epstein, MD, Medical Director of Cherry Hill Laser & Skin Care Center.

“His clinical results with SmartLipo are excellent and his patients are universally happy.” “Patient satisfaction is our number one priority and with Dr. Goldfarb performing all our SmartLipo procedures, we anticipate a 100% satisfaction rate”.

SmartLipo is a new procedure where fat is melted by a laser prior to being suctioned out via a canula.

Downtime is only 1-2 days and there are no incisions (only small needle entry points). The laser also tightens the skin once the fat is removed. SmartLipo has many advantages over traditional liposuction and can treat fat conditions that are too heavy for external lasers and light devices. The areas that can be treated are the abdomen, the thighs, the upper arms, the neck and jowl area, under the eyes and males with excess breast tissue. Dr. Goldfarb also can treat cellulite by lysing the adhesive bands that cause the dimpling in

the skin.

### **About Richard M. Goldfarb, MD, FACS**

Richard M. Goldfarb, M.D. FACS graduated from University of Health Sciences / Finch University The Chicago Medical School with top honors in Surgery. He completed his surgical training at Northeastern Ohio College of Medicine. He did additional training in cosmetic surgery at the University of Pennsylvania, Department of Plastic Surgery. He also trained at prestigious Yale University. He has 20 years of surgical experience, including liposuction, and has been performing Smartlipo since its inception. He was the first in Pennsylvania to receive the Smartlipo technology and has performed the most procedures in this area.

Dr. Goldfarb is board certified and a Fellow of the American College of Surgeons. He is a member of the American Academy of Cosmetic Physicians. In view of his skill in performing this procedure, Cynosure has commissioned Dr. Goldfarb to travel throughout the country teaching and training other physicians

### **What is SmartLipo™?**

Smartlipo™ laser-assisted lipolysis is a highly effective, minimally invasive, in-office procedure that destroys and permanently eliminates fat cells while promoting skin tightening up to 70%. It has been shown to improve cellulite and stretch marks. A very small cannula (tube) through which the laser fiber is introduced is gently inserted in the skin. The cannula is moved back and forth delivering laser energy directly to fat cells causing them to burst and form a liquid substance. Concurrently the fat melting laser energy emitted also stimulates collagen resulting in tissue tightening. The use of such a small cannula makes the procedure minimally invasive and performed under local anesthesia. The small blood vessels coagulate immediately on contact resulting in less bleeding, swelling and bruising with faster recovery time.

- Smartlipo™ is a highly effective in destroying and permanently eliminating fat cells, including improving cellulite.
- Smartlipo™ promotes skin tightening, something traditional liposuction cannot do.
- Smartlipo™ procedure can be performed on the face, neck, back, arms, abdomen, hips, thighs, knees, and ankles.
- Smartlipo™ is performed under local anesthesia.
- Smartlipo™ produces significantly less bleeding and bruising
- Smartlipo™ has a faster recovery period with minimal to no pain.
- Smartlipo™ has no stitches and no drains.
- Smartlipo™ system is FDA approved.

## **Why Choose Center for Smartlipo™?**

- Smartlipo™ is our specialty.
- All Smartlipo™ procedures are performed by a Board Certified Surgeon.
- Each member of our team, has had specialty training and are experienced with the procedure and recovery.
- We document all procedures with before and after photography.
- We give individual attention before and after the procedure, including thorough private consultations and follow-up.
- We provide access for direct contact with previous patients.
- Our new FDA approved ultrasound device is indicated for post liposuction as well as treatment of cellulite, stretch marks and facial wrinkles including around and over the eye-lip area.
- Every patient has 24-7 access to the doctor.
- Smartlipo™ patients require little down time, our patients can return to work in 24-48 hours.
- We do extensive follow-up after the procedure to help you obtain optimal results.
- Our guarantee to you is that if you are not happy with your results we will work with you to obtain the best cosmetic results possible.
- We incorporate non-invasive treatments to enhance the results of your Smartlipo™ procedure.

## **Testimonial From T. S.**

My experience with Dr. Goldfarb and SmartLipo was wonderful! SmartLipo was painless and left minimal scars. Dr. Goldfarb knew exactly what he was doing and made me feel at ease when it came time for surgery. I would definitely recommend him to anyone who is looking to get SmartLipo.

## **Testimonial from S.H.**

I am very pleased with the results from my SmartLipo procedure. The procedure was more comfortable than the dentist chair and now 8 weeks later the results are fabulous. My love handles and belly are all gone and I look better than I ever have. Thanks for everything!

## **About Cherry Hill Laser & Skin Care Center**

Cherry Hill Laser & Skin Care Center is a full-service laser and skin care center. With 12 Cosmetic Lasers and a full-time cosmetic physician, they have performed over 20,000 procedures and are one of the most

experienced Laser Centers in the Delaware Valley and Southern New Jersey. They offer Botox, Restylane, Juvederm, Radiesse and Perlane in addition to their laser services. They have The Fraxel Laser, The ActiveFx Laser and they perform Photodynamic Therapy and Sclerotherapy for leg veins in addition to Laser Tattoo Removal. For more information, please visit their website at: <http://www.ChLaserMD.com>.

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| Source         | Cherry Hill Laser & Skin Care Center   |
| City/Town      | Cherry Hill  |
| State/Province | New Jersey   |
| Zip            | 08003  |
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