



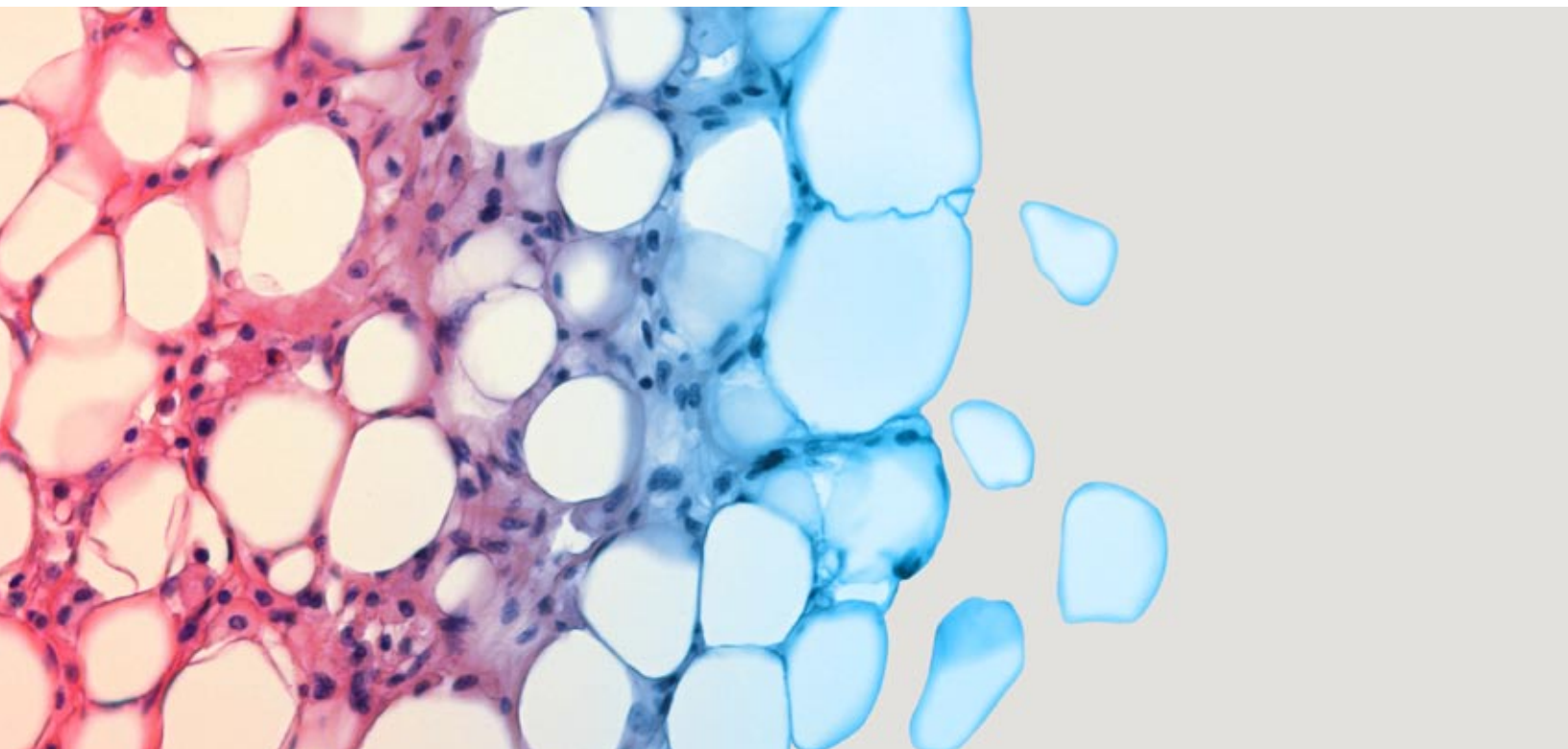
New. The Cool Way to Reduce Fat.™



The Zeltiq™ Procedure

New. The Cool Way to Reduce Fat.™

A new non-invasive procedure using controlled delivery of cooling to reduce fat bulges.



This image is a microscopic view of fat tissue demonstrating the breakdown and digestion of lipids as a result of cold exposure. The photo has been colorized to emphasize the effects of cold through the fat tissue.

IC 0016-A

What Is the Zeltiq™ Procedure?

The Zeltiq Procedure is a new, non-invasive way to gently and effectively reduce fat in targeted areas of your body, resulting in noticeable, natural-looking fat reduction in the treated areas.

What makes the Zeltiq Procedure different is its advanced cooling technology that targets and eliminates fat cells. Unlike traditional invasive surgical procedures, the Zeltiq Procedure is non-invasive, with no needles and no incisions. There is no need for anesthesia or pain medications and there is no recovery time.

EXAMPLE OF ABDOMEN PROCEDURE



Before the Zeltiq Procedure



4 Months Post-Procedure

PROCEDURE BY IVAN A. ROSALES-BERBER, MD

New. The **Cool** Way to Reduce Fat.™



The Science Behind the Zeltiq Procedure

Science by Massachusetts General*

The science behind the Zeltiq Procedure, called Cryolipolysis™, was developed by world-renowned dermatologists at Massachusetts General Hospital in Boston, MA, a teaching affiliate of Harvard Medical School.

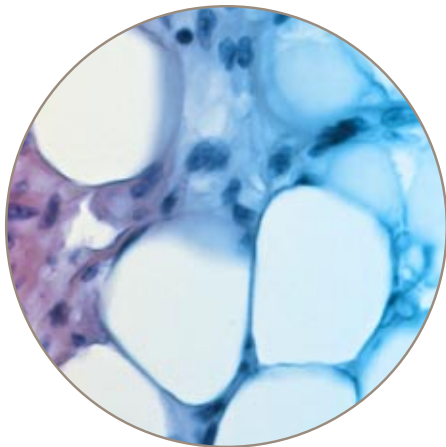
Proven Effect

Their research showed that fat cells are naturally more vulnerable to the effects of cooling than other surrounding tissues, and that fat cells can be safely eliminated without harming the skin! This discovery led to the development of the non-invasive Zeltiq Procedure.

Technology by Zeltiq

Zeltiq Aesthetics has developed an advanced medical device that utilizes this new discovery and is making it available to physicians specializing in cosmetic procedures.

* Co-invented by Dr. Dieter Manstein and Dr. R. Rox Anderson, Wellman Center for Photomedicine, affiliated with Massachusetts General Hospital and Harvard Medical School.



New. The Cool Way to Reduce Fat.™

Zeltiq
PROCEDURE

The Zeltiq Procedure

Non-Invasive Reduction

During the Zeltiq Procedure, a non-invasive applicator delivers precisely controlled cooling to target and eliminate fat cells in specific areas of your body without harming the surrounding tissues.

Natural, Gradual Reduction

As fat cells are exposed to cooling, they begin a process of natural removal. The fat cells in the treated area are gradually eliminated through the body's normal metabolic processes, similar to how fat from food is eliminated.

Two to Four Months to Efficacy

The result is a noticeable, natural-looking reduction in fat bulges that is visible in most patients in two to four months.²

Additional Procedures for Greater Effect

You may benefit from additional Zeltiq Procedures to achieve greater fat reduction.²



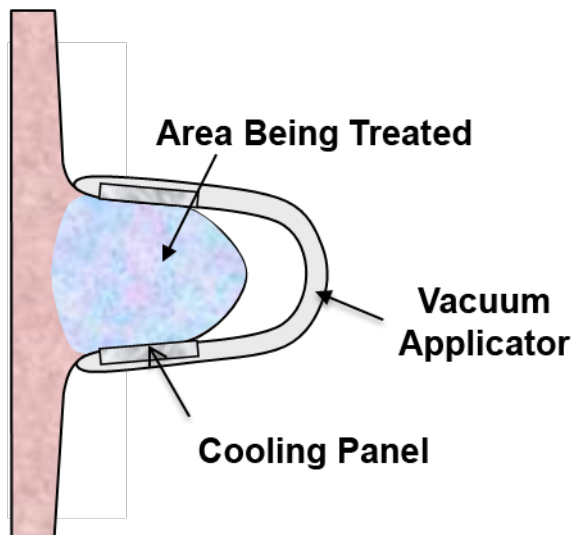
New. The **Cool** Way to Reduce Fat.™

Zeltiq
PROCEDURE

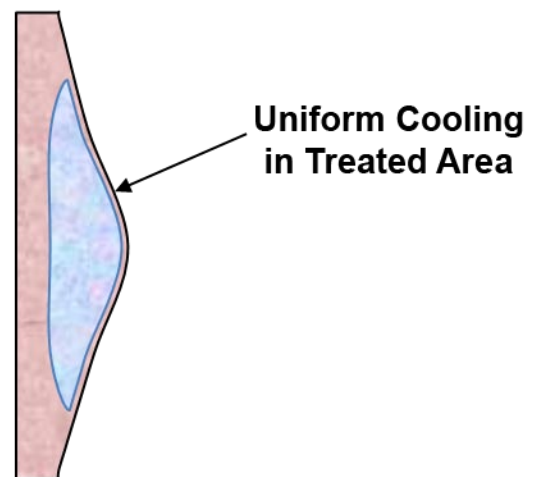
What to Expect During Your Zeltiq Procedure

- No general/topical anesthesia or pain medication is needed.
- A specially designed applicator cup uses a gentle vacuum pressure to draw tissue between the cooling panels.
- You may feel a pulling sensation caused by the vacuum pressure in the area being treated.
- When the procedure begins you will feel a cooling sensation in the procedure area. This sensation goes away in a few minutes.
- You will either sit or lie down during your procedure, depending on the area being treated.
- Procedure time can be two hours or more depending on the size of the area to be treated. During your consultation, your doctor will discuss how long your procedure will take and how much time you should allow for your office visit.
- The Zeltiq Procedure is comfortable for most patients. You can read, listen to music on headphones, work on your laptop computer, or simply relax during the procedure.

TISSUE DRAWN INTO APPLICATOR



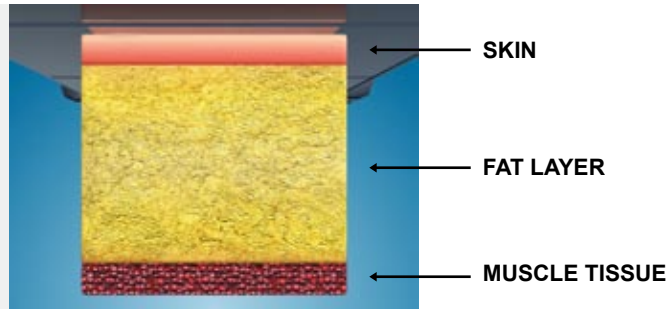
PROCEDURE AREA POST-PROCEDURE



How the Non-Invasive Zeltiq Procedure Works

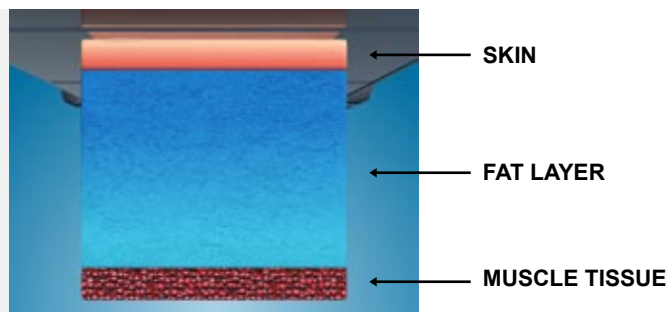
STEP 1

Precisely controlled cooling is applied through the skin to the fat layer



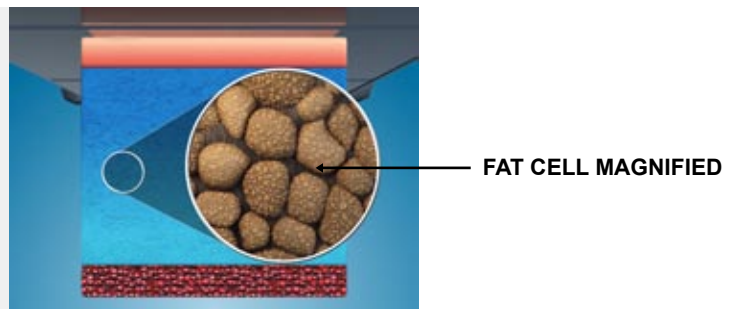
STEP 2

Cooling is maintained for a predetermined time period to damage the fat cells



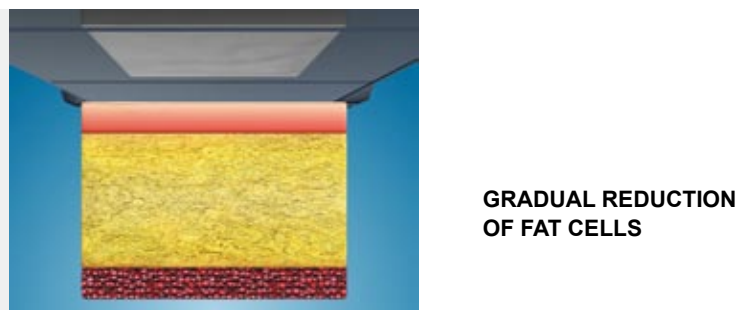
STEP 3

Fat cells begin a natural removal process that continues for several months



STEP 4

The natural removal of fat cells over time results in gradual fat layer reduction

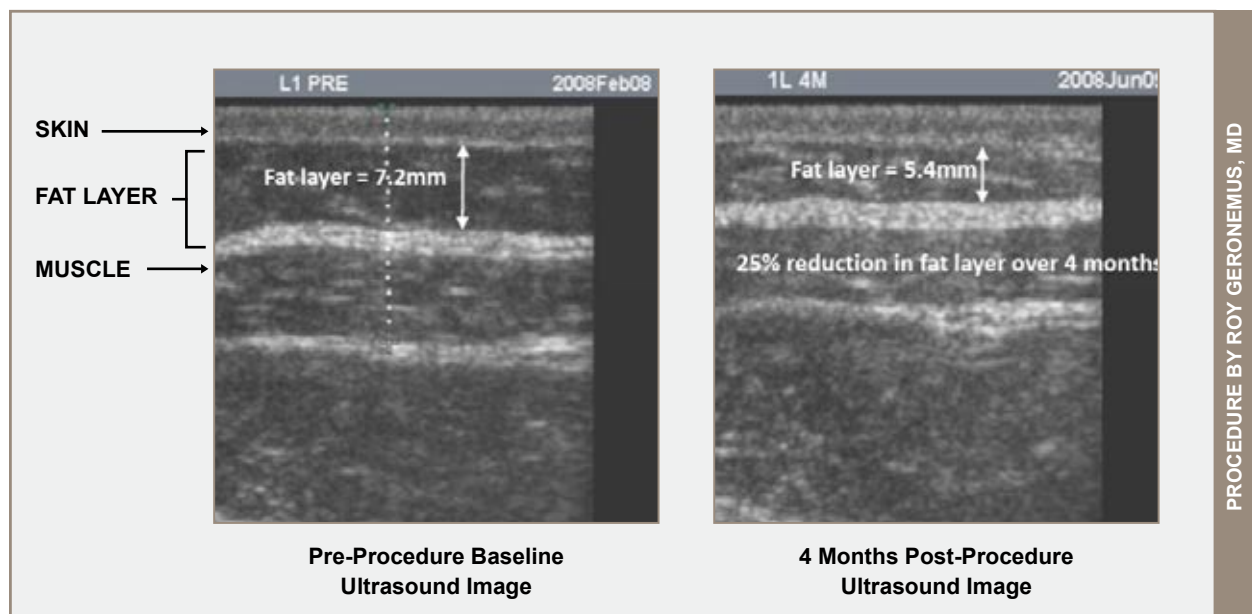


New. The **Cool** Way to Reduce Fat.™



Scientifically Proven Fat Layer Reduction

Ultrasound images taken the day of the Zeltiq Procedure and 4 months later prove a fat layer reduction in the procedure area of 22.4 percent.³



New. The **Cool** Way to Reduce Fat.™



What to Expect After Your Zeltiq Procedure

Immediately After the Procedure

- There is no recovery time after the procedure. You may resume your normal activities on the same day as your procedure, including work and exercise.
- The treated tissue may look or feel stiff immediately after the procedure. This is normal and disappears within 10 minutes.
- The treated area will be red for approximately 20 minutes after the applicator is removed.
- The vacuum pressure can cause bruising and tenderness to the touch. This typically resolves within a few weeks.
- You may feel a temporary dulling of sensation in the treated area. This is normal and will resolve in a few hours to as long as eight weeks after your procedure.

Days and Weeks After the Procedure

- Mild redness in the treated area lasting for a few minutes to a few hours is an expected but temporary effect of the Zeltiq Procedure. Some patients may experience more severe or persistent redness that gradually improves after a few days. Call your doctor if you have pain, swelling or redness that is worsening over time or that lasts more than two weeks.
- It is not uncommon for the treated area to bruise, which may last for a few weeks after your procedure. Contact your doctor if the bruising lasts longer than one month or if the bruise appears to be worsening after two weeks.
- Within the first two weeks following your procedure you may experience one or more of the following sensations — tingling, tenderness, cramping and/or soreness. Consult your doctor if these conditions persist beyond two weeks or are worsening over time.
- You may feel a temporary dulling of sensation in the treated area for up to eight weeks after your procedure.
- In the weeks following your procedure, a gradual reduction in the thickness of the fat layer will be taking place. In properly selected patients, the Zeltiq Procedure provides a noticeable, measurable fat reduction in two to four months.

What Are Common Effects After the Procedure?

- The Zeltiq Procedure is completely non-invasive with no recovery time. You may resume your normal activities on the same day as your procedure, including work and exercise.
- Redness may appear in the treated area, and may last from a few minutes to a few hours.
- Some localized bruising may occur, which clears within a few weeks.
- Many patients experience a temporary dulling of sensation in the treated area, which goes away in one to eight weeks.

Are You a Good Candidate for the Zeltiq Procedure?

The ideal candidate for this procedure is relatively fit, but has some modest-size fat bulges that are not easily reduced through diet and exercise. It is not intended as a way to lose weight or to treat obesity.

Below are examples of patients who are good candidates for the Zeltiq Procedure.

Good Candidates for the Zeltiq Procedure — Abdomen



Good Candidates for the Zeltiq Procedure — Back Fat



Good Candidates for the Zeltiq Procedure — Love Handle



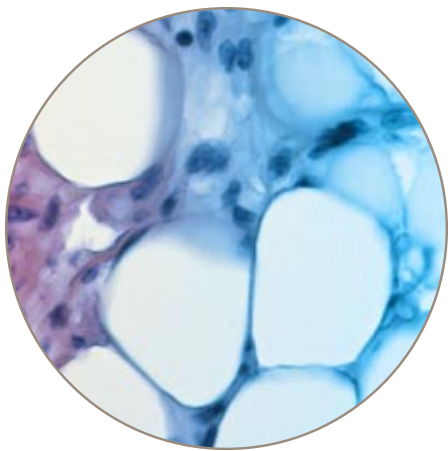
New. The **Cool** Way to Reduce Fat.™



Results from the Zeltiq Procedure

Clinical studies involving hundreds of patients show that the Zeltiq Procedure provides a noticeable, measurable fat reduction in two to four months in properly selected patients.³ Additional Zeltiq Procedures may achieve more fat reduction.

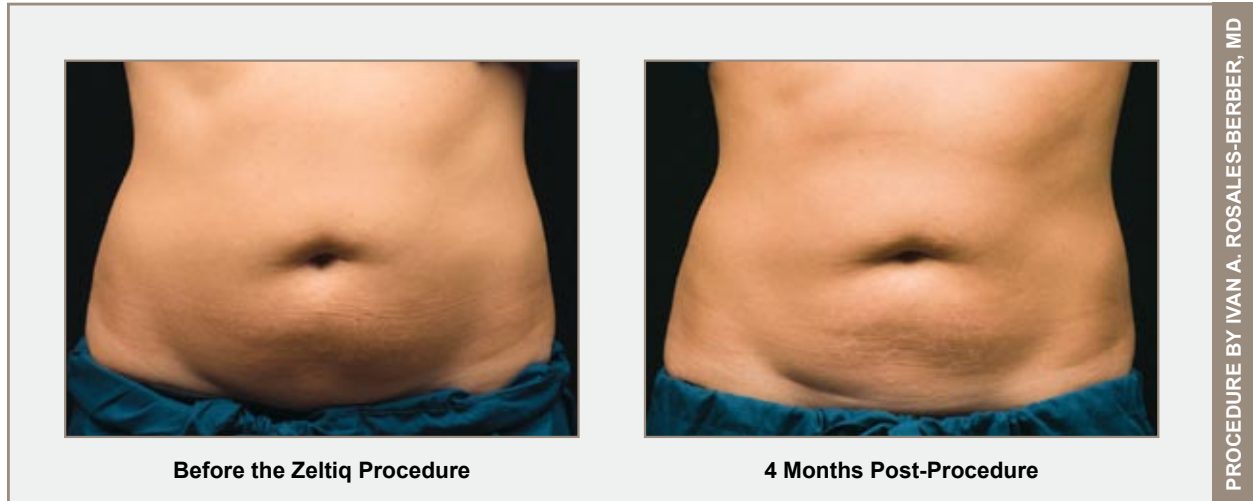
The following pages contain “before” and “after” photographs of patients who have had the Zeltiq Procedure.



New. The Cool Way to Reduce Fat.™

Zeltiq
PROCEDURE

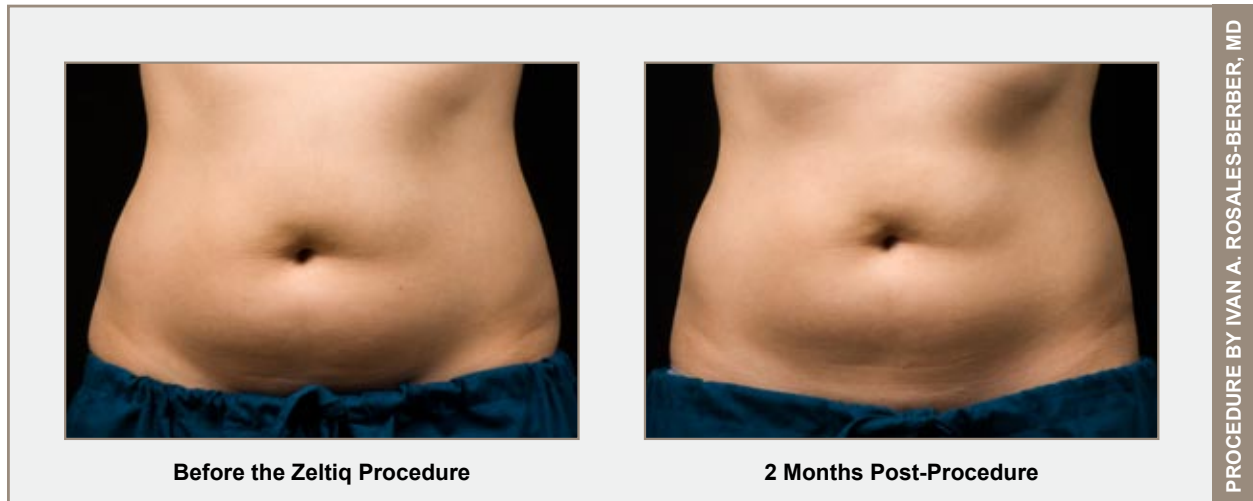
Abdomen Reductions After The Zeltiq Procedure



New. The **Cool** Way to Reduce Fat.™



Abdomen Reductions After The Zeltiq Procedure



New. The **Cool** Way to Reduce Fat.™



Back Fat Reductions After The Zeltiq Procedure



New. The **Cool** Way to Reduce Fat.™



Love Handle Reductions After The Zeltiq Procedure



New. The **Cool** Way to Reduce Fat.™



Love Handle Reductions After The Zeltiq Procedure



New. The **Cool** Way to Reduce Fat.™



Frequently Asked Questions

Does the Zeltiq Procedure hurt?

The Zeltiq Procedure is comfortable for most patients.³ No anesthesia was needed for any patients in clinical trials.² Typically patients are comfortable enough to read, work on their laptop computers, listen to music on headphones, or simply relax during the procedure.

How long does the procedure take?

Procedure time can be two hours or more depending on the size of the area to be treated. During your consultation, your doctor will discuss how long your procedure will take and how much time you should allow for your office visit.

Is there downtime after the procedure?

There is no recovery time after the procedure. You may resume your normal activities on the same day as your procedure, including work and exercise.

How long until I notice results?

A noticeable, measurable fat reduction is typically seen two to four months after a single Zeltiq Procedure. You and your doctor can then meet to assess your cosmetic improvement and consider additional Zeltiq Procedures to achieve greater fat reduction.

Will I benefit from additional Zeltiq Procedures?

A follow-up visit should be scheduled with your doctor two to four months after your procedure to assess your cosmetic improvement and consider additional Zeltiq Procedures to achieve greater fat reduction.

How does the Zeltiq Procedure compare with invasive procedures like liposuction?

The results of the Zeltiq Procedure are not as rapid or dramatic as invasive procedures such as liposuction. However, if you want to avoid the pain, risk and recovery time associated with invasive procedures, the Zeltiq Procedure may be the preferred option for you.

Frequently Asked Questions

How long do the results last?

Patients experiencing fat layer reduction show persistent results at least six months after the Zeltiq Procedure. Longer term studies have not been completed. The elimination of fat cells as a result of the Zeltiq Procedure is expected to last about as long as fat cells removed by invasive procedures such as liposuction.

How is the Zeltiq Procedure different from other procedures?

The controlled cooling of the Zeltiq Procedure targets and eliminates only fat cells. Other treatment modalities such as lasers, radiofrequency, and focused ultrasound affect fat cells and may affect other adjacent tissue in a way that is not comparable to the Zeltiq method of cryolipolysis.

In what countries is the Zeltiq Procedure currently available?

The Zeltiq Procedure for non-invasive fat layer reduction is available on a limited basis in Canada, the European Union and other international markets. The Zeltiq device is also cleared by the FDA in the United States for various applications related to skin cooling during dermatologic treatments, with a pending application for non-invasive fat layer reduction.

References

1. 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.
2. Data on file. Zeltiq Aesthetics, Inc. Pleasanton, CA.
3. J. Dover, MD, J. Burns, MD, S. Coleman, MD, R. Fitzpatrick, MD, J. Garden, MD, D. Goldberg, MD, R. Geronemus, MD, S. Kilmer, MD, F. Mayoral, MD, E. Tanzi, MD, R. Weiss, MD, and B. Zelickson, MD
A Prospective Clinical Study of Noninvasive Cryolipolysis™ for Subcutaneous Fat Layer Reduction—Interim Report of Available Subject Data. Poster presented at 2008 Annual Meeting of the American Society for Dermatologic Surgery; November 6-9, 2008.

© 2009 Zeltiq Aesthetics, Inc. ZELTIQ, the Zeltiq logo, "The Cool Way to Reduce Fat," and CRYOLIPOLYSIS are trademarks of Zeltiq Aesthetics, Inc., in the United States and other countries. All rights reserved. Printed in the U.S.A.

IC 0016-A

New. The Cool Way to Reduce Fat.™



Zeltiq Aesthetics
4698 Willow Road
Pleasanton, CA 94588
T (925) 474-2500
F (925) 474-2599
Toll Free (888) ZELTIQ-1
www.zeltiq.com

© 2009 Zeltiq Aesthetics, Inc. ZELTIQ, the Zeltiq logo, "The Cool Way to Reduce Fat", and CRYOLIPOLYSIS are trademarks of Zeltiq Aesthetics, Inc., in the United States and other countries. All rights reserved. Printed in the U.S.A.

IC 0016-A