

**FOR IMMEDIATE RELEASE**

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## **A Hot New Non Invasive Treatment To Banish Cellulite and Get a Firmer Body By Summer!**

*No Pain, No Downtime...It Feels Like a Hot Rock Massage.*

Just in time for summer, a new pain free solution for reducing cellulite and tightening up your abs, thighs, arms, love handles hips, knees and butt, without exercise, diet or painful surgery. Introducing PelleFirm, a brand new FDA cleared, non-invasive treatment that uses Radio Frequency technology to minimize the appearance of cellulite and produce firmer, more youthful looking skin, without downtime.

Available at SkinFit Medi Spa, this non-invasive, pain-free, in-office procedure uses Radio Frequency technology waves to help minimize the appearance of cellulite as well and firm and tighten skin on the abdomen, thighs, buttocks, knees, arms and other troublesome areas with no downtime. According to Aesthetic Plastic Surgeon, Dr. Z. Paul Lorenc, "as we age our hormones and weight tend to fluctuate causing our skin to lose collagen making cellulite more apparent because our skin loses its elasticity. Older procedures and topicals for cellulite can be messy, unpleasant, costly and disappointing. PelleFirm treatments are producing admirable results, comfortably, quickly and affordably."

PelleFirm utilizes Radio Frequency waves to heat deep tissue. The result is a “debulking” of fat cells and tighter, smoother skin. Best of all, each treatment takes only 30 minutes, is pain free and patients say it feels like a hot rock massage.”

- See more at: <http://www.lorenc.com/pellefirm-special/#sthash.gcXTXlhC.dpuf>

About Dr. Lorenc:

Z. Paul Lorenc, MD, FACS (pronounced “Lawrence”) is a world-renowned board certified aesthetic plastic surgeon who balances surgical expertise with an acute aesthetic sense of composition and proportion in the areas of facial rejuvenation, breast enhancement and body contouring.

Since establishing his private Park Avenue practice in 1987, Dr. Lorenc has been actively involved in research, development and advancement of new aesthetic surgical and non-surgical techniques and procedures. He is internationally recognized for creating endoscopic techniques to address a broad spectrum of aesthetic procedures, most notably the endoscopic forehead lift. Amongst his numerous patents, in 1997 Dr. Lorenc received US Patent No. 5,611,814 for a bio-absorbable soft tissue device. This revolutionary device allows for the placement of soft tissues in a superior position while replacing the use of obvious suturing with

tiny incisions and eliminating the metal fixation screws that often required a secondary procedure for removal.

As a recognized authority in facial anatomy Dr. Lorenc is a pioneer in the development of the latest generation of dermal fillers and neurotoxins, leading various clinical trials such as the pivotal study of Restylane®. As the sole aesthetic plastic surgeon involved, Dr. Lorenc headed the largest clinical trial site and tracked the safety and efficacy of Restylane® in a double blind study of more than 100 patients over a twelve-month period. Subsequently, he was selected to lead the team of experts who presented the resulting data on Restylane® to the FDA Advisory Panel, leading to confirmation for its use in the United States in December 2003.

In addition to seeing patients and conducting research, Dr. Lorenc regularly contributes to the *Aesthetic Surgery Journal*, *Plastic and Reconstructive Surgery Journal* and *Aesthetic Plastic Surgery Journal* among others, as well as editing medical publications and contributing chapters to aesthetic surgery textbooks. Dr. Lorenc is also author of the international bestseller, *A Little Work... Behind The Doors Of A Park Avenue Plastic Surgeon* (St. Martin's Press, 2004), a revealing look inside the exclusive and evolving world of aesthetic procedures in New York City.

Dr. Lorenc is a sought-after public speaker in demand by leading medical societies and universities around the globe and is frequently consulted by major media outlets to offer scientific opinions and comment on new aesthetic surgical and non-surgical procedures. Dr. Lorenc has appeared on NBC's *Today in New*

*York, The Today Show, and Dateline; CNN's Larry King Live and the CNN Presents documentary, The Fountain of Youth; ABC's Good Morning America, The View, and 20/20, WABC's Channel 7 News, CBS's Morning Show, WCBS's Evening News, Fox News and Oxygen Channel's Life in Style.*

Dr. Lorenc has been widely quoted in major consumer magazines and newspapers including *Allure, Condé Nast Traveler, Cosmopolitan, Departures, Elle, Family Circle, Forbes, Glamour, GQ, Harper's Bazaar, Lucky!, Marie Claire, More, New York Magazine, Newsweek, Psychology Today, Redbook, Shape, Smart Money, Tatler, The Chicago Tribune, The Daily News, The New York Post, The New York Times, The Sunday London Times Magazine, The Times of London, The Berliner Zeitung, The Wall Street Journal, USA Today, US News & World Report, Vogue, W, and Women's Wear Daily.*

Dr. Lorenc is board certified by the American Board of Plastic Surgery, a fellow of the American College of Surgeons and a member of the American Society of Plastic Surgeons, the American Society for Aesthetic Plastic Surgery, International Society of Aesthetic Plastic Surgery and others.

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