FOR IMMEDIATE RELEASE

DR. MICHAEL H. GOLD OF GOLD SKIN CARE CENTER
Advanced Ultrasound Body Shaping

Nashville, Tenn. (March 17, 2017) – Dr. Michael Gold introduces the first and only FDA-cleared, non-surgical procedure that uses pulsed, focused ultrasound for permanent fat destruction into his practice. UltraShape® Power is non-invasive, which means no incisions, no aesthetics and no downtime. Unlike other fat-reduction procedures that use heat or freeze fat, UltraShape Power is painless and leaves no unwanted signs of treatment and destroys the fat, that despite your best efforts, is resistant to diet and exercise.

UltraShape Power uses gentle, focused ultrasound energy to shake the walls of fat cells at a rate of 200,000 per second. At this speed the brain cannot process the vibrations resulting in a pain free experience. Because the fat cell membrane cannot handle this level of vibration, the cells burst and the fat is released into the body in the form of triglycerides. Those triglycerides are then processed through the liver and eliminated from the body naturally. Meanwhile, the surrounding tissue, nerve and muscles are left completely unharmed. Clinical trials have shown the safety of UltraShape Power.

The ideal UltraShape Power candidate has a body mass index (BMI) 30 or less and can pinch an inch of soft fat around their abdomen or love handles. UltraShape Power goes after the stubborn fat from genetically acquired “problem areas.” We tell our patients in order to obtain best results, maintaining a healthy diet, exercise regime and high water intake are key. UltraShape Power is not used for major weight loss. Dr. Gold and his staff will perform a full consultation to ensure your candidacy for UltraShape Power.

Powerful Results:

- Highest fat reduction percentage of any non-invasive procedure: 32% with UltraShape Power vs. 23% with other non-invasive laser procedures
- Three treatments spaced two weeks apart
- UltraShape Power is a painless and relaxing experience
- There is no soreness or numbness after treatment
- No downtime, most treatments take 30-45 minutes

After you and Dr. Gold determine the exact treatment area, a specially designed belt will be wrapped around your abdomen and a soothing ultrasound gel will be applied to your skin. A trained UltraShape Power technician will glide the UltraShape Power transducer over the treatment area, gently delivering virtually painless ultrasound pulses that will destroy fat cells permanently.

ABOUT GOLD SKIN CARE
Gold Skin Care Center is one of the leading dermatology centers in the country, devoted to caring for all patients with skin care needs and concerns. The divisions of Gold Skin Care Center include The Fisher Hair Center, The Laser & Rejuvenation Center and Advanced Aesthetics Medical Spa, a spa combining the most advanced techniques and products to guide you to the highest level of relaxation and rejuvenation. Tennessee Clinical Research Center interfaces with personnel of domestic and international pharmaceutical, biotechnology and medical instrument/device companies, as well as clinical research organizations. Tennessee Clinical Research Center’s clinical studies have provided data that assisted client companies to obtain FDA product and device approvals or to assist

###

Kimberly DeJesus
Director of Marketing and Public Relations
Gold Skin Care Center
2000 Richard Jones Road, Suite 220
Nashville, TN 37215
615-383-3454
kdejesus@goldskincare.com
their marketing efforts. Dr. Gold is an Assistant Clinical Professor in the Department of Medicine, Division of Dermatology, at Vanderbilt University Nursing School.