



**For Immediate Release:**

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**Cellulite Improvement Means Flattening Bumps and Elevating Dimples**

*Michael I. Kulick, MD, publishes “Dual-Wavelength Laser - Suction and Massage Device for the Regional Treatment of Cellulite”*

Merrimack, N.H., June 8, 2010-Internationally recognized San Francisco plastic surgeon, Michael Kulick, MD, has utilized a 3D imaging validation method for quantitatively measuring changes in cellulite. He is the first physician to apply this technology to a study validating and measuring the effectiveness of the SmoothShapes<sup>®</sup> laser for improving cellulite and the results are being published in this month’s issue of the *Plastic & Reconstructive Surgery Journal* (Volume 125, June 2010, Issue 6, pp. 1788-1796). Six months after treatment with SmoothShapes, patients in the study still showed improvements in their cellulite. Dimples were elevated between .63-5.6mm and bumps were flattened between 1.4-7.8mm. More than 85-98 percent of women will develop cellulite at some point in their life and it can’t be controlled or eliminated through diet or exercise.

“I chose to work with Elemé Medical on this study because the company is focused on body shaping technologies and dedicated to investigating the tissue components responsible for cellulite and fat. The basic science behind the SmoothShapes technology is sound and my patients are very concerned about the irregularities of their skin contour and they are looking for a reliable way to smooth their skin’s surface,” commented Dr. Kulick. “The system I used for the study is designed to provide reproducible 3D photographs and measure change in the volume between two surfaces. The process also allowed my study to track results over time.”

Results published in the journal are extensive and follow 20 patients for six months after treatment with SmoothShapes. Because of the 3D technology, Dr. Kulick was able to identify that cellulite improvement occurs when certain areas of the skin’s surface are elevated while others are depressed, allowing for a flattening or smoothing. He also pioneered measuring these changes by analyzing and calculating the volume change associated with cellulite improvement in the study patients. For complete text and results of Dr. Kulick’s study please call Jessica Lieberman, Behrman Communications, 212.986.7000.

The SmoothShapes device uses a proprietary technology called Photomology<sup>®</sup> which is a unique mechanism of action that combines dynamic laser and light energy with mechanical manipulation (massage and vacuum.) This process impacts the tissue responsible for the appearance of cellulite. The device is co-marketed and sold by both Elemé Medical and Osyris Medical USA, a subsidiary of Osyris Medical, Lille, France.

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“At Elemé Medical we are serious about the science of cellulite for SmoothShapes system and dedicated to providing market leading technology in all areas of body contouring,” said Nancy M. Briefs, President and Chief Executive Officer of Elemé Medical, Inc. “Dr. Kulick’s study is providing valuable understanding of cellulite and subcutaneous fat and will add to the other validation methods we have used to prove SmoothShapes consistent results in the improvement of cellulite. In addition to using traditional photography to document cellulite improvement, and now Dr. Kulick’s 3D work, we also have studies with MRI and ultrasound validations plus a multi-center circumferential reduction study that is pending publication.” said Ms. Briefs.

**About Dr. Kulick:**

Michael Kulick, MD is a board certified plastic surgeon based in San Francisco, California. Dr. Kulick graduated Magna Cum Laude from Stritch School of Medicine, Loyola University and completed a General/Plastic Surgery residency at Stanford University Hospital as well as a Hand Surgery Fellowship with Dr. E.S. Kilgore and Dr. W.L. Newmeyer in San Francisco, CA. Dr. Kulick has written more than 20 peer reviewed papers and is named on two issued laser patents. For more information please visit: [www.drkulick.com](http://www.drkulick.com).

**About Elemé Medical:**

Elemé Medical Inc., headquartered in Merrimack, N.H., is dedicated to providing market-leading technology in all areas of body shaping. SmoothShapes<sup>®</sup> system with pioneering Photomology<sup>®</sup> technology is a medical device with FDA clearance to market for temporary reduction in the appearance of cellulite. The Company’s name, when spoken phonetically, suggests “lasers, medicine and aesthetics.” For more information, please visit: [www.elememedical.com](http://www.elememedical.com).

**About Osyris Medical U.S.A.:**

Osyris Medical U.S.A. is the U.S. subsidiary of the international leading medical laser company, Osyris Medical. Based in Dallas, TX, Osyris Medical U.S.A. provides the world's leading medical aesthetic devices focused on current and emerging technologies in skin tightening, skin rejuvenation and body contouring. For more information, please visit: [www.osyrismedicalusa.com](http://www.osyrismedicalusa.com).

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