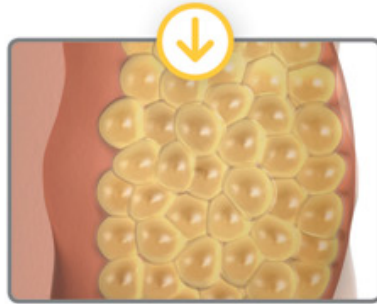


SINGAPORE May 2013

A COOL WAY TO REDUCT FAT IN YOUR ARMS AND THIGHS



Those unwanted bulges contain fat cells, which can be resistant to diet and exercise but not to CoolSculpting.



Singapore, May 2013 - Developed by Zeltiq Aesthetics, Inc., CoolSculpting® is an innovative body contouring procedure designed to treat problem areas of fat that may be difficult to eliminate through healthy diet and regular exercise. A new applicator, CoolFit has been launched to aid physicians in sculpting localized areas such as the arms and thighs.

The CoolFit applicator has been designed specifically to target hard-to-reach areas with its flat applicator cup and larger cooling plates. Leading dermatologist, Dr. Joyce Lim from Joyce Lim Skin and Laser Clinic, was the first doctor in Singapore who had evaluated the CoolFit. She expressed her excitement at the addition of the CoolFit applicator to the CoolSculpting system. "The applicator allows me to treat different patients as it provides more versatility and I can also target areas of fat that were once difficult to treat."

FDA cleared, CoolSculpting is based on Cryolipolysis – a technique that targets, cools and eliminates fat cells without damaging the surrounding tissues. The procedure is non-invasive and has no downtime, allowing patients to achieve their desired figure without scarring or extended recovery times. Dr Joyce Lim adds that the treatment is beneficial for patients who want to avoid the complications of a more-invasive surgery.

During the treatment, the targeted area will be drawn into the applicator and cooled, causing stubborn fat cells to undergo apoptosis (controlled cell death), without affecting the surrounding skin tissue. A slight discomfort may be felt upon initial application as intense cooling from the application works its way into the fat cells, but this will dissipate after approximately 10 minutes.

The procedure requires an hour or more, depending on the size of the area being treated, and patients can start seeing results in as early as three weeks following their treatment. Backed by scientific research and testing, CoolSculpting has been found to be able to reduce fat by an average of 20% each procedure.

The ideal candidates for CoolSculpting are those who are in relatively good shape but would like to work on the modest areas of fat bulges that can be removed the natural way. Dr. Lim adds that the procedure is not an alternative to healthy diet or lifestyle and proper maintenance of good health should be seen prior, during and following the treatment.

ABOUT COOLSCULPTING®

CoolSculpting is a non-surgical, clinically proven procedure designed to selectively reduce fat bulges in problem areas using a patented cooling technology. Cleared by the FDA for noninvasive fat reduction in the abdomen and flank, it is a procedure that gently cools unwanted fat cells in the body to induce a natural, controlled elimination of fat cells. It is designed to reduce fat bulges in treated areas of the body without harming surrounding tissue. CoolSculpting is available through an elite network of CoolSculpting Centers worldwide. Dermatologists, plastic surgeons and leading aesthetic specialists that offer CoolSculpting can be found at www.coolsculpting.com

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