

## **What Is The Closely Guarded Weight Loss And Anti-Cellulite Secret Of World Famous French Movie Stars And Designers?**

### **It's A Medically Safe Fat Melting Technique Called Mesotherapy And It Has Finally Made Its Way To Our Shores**

New York, NY - With the holidays over, weight loss will certainly be on the minds of many. How wonderful would it be for dreaded fat or love handles and saddlebags to literally melt away in time for a Caribbean vacation? Your prayers have been answered with a French imported medical technique called Mesotherapy, long used by world famous French designers and movie stars. The best news is, it's the real deal. Dr. Marion Shapiro is a former emergency room physician who is the director of Mesotherapy Associates PC with offices in New York City and West Orange, New Jersey. She became so intrigued by industry buzz about French celebrities' major weight loss, that she became certified in Mesotherapy in Paris where the technique was first developed by Dr. Pistor 50 years ago.

As Dr. Shapiro explains, "Dr. Pistor discovered that when small amounts of medication are injected into the mesoderm, it can stimulate it to melt the underlying fat." Since 1952, approximately 15,000 doctors in France and South America have been safely using Mesotherapy in their daily practice. The compounds injected into the mesoderm are all FDA approved for their original usage. The compounds injected depend upon what Dr. Shapiro is trying to treat: i.e., cellulite vs. fat. When treating cellulite, Mesotherapy injections are given not only to improve the venous and lymphatic flow, but also to break down the fat nodules. The solutions generally consist of a vasodilator, lymph flow stimulator, and an anesthetic.

Who can benefit from Mesotherapy? Dr. Shapiro explains that, "Mesotherapy can be used to treat everyone from obese people who would need treatment on the trunk, abdomen, buttocks, arms, and legs, as well as those who are generally thin but plagued with resistant areas such as saddlebags or love handles. In either case, this treatment is literally able to melt fat from the body." Unlike Endermologie that treats cellulite, Mesotherapy is permanent provided the patient monitors their caloric intake with a sensible diet. In order to facilitate more rapid results for her patients and help them keep the weight off in the future, Dr. Shapiro gives each of her patients what she refers to as a ©Meso Meal Plan.

What happens to the fat after it is treated? After the fat is melted, it is naturally excreted.

What results do patients report? Dr. Shapiro says that she has had women report to her after the first treatment that skirts are hanging or bagging on their hips and men who have tightened their belt notches. This type of quick result has occurred in about 20% of her patients. Most common are the patients who report losing a dress size or belt notches after only four treatments.

What happens to the fat cells after Mesotherapy? Unlike liposuction that permanently removes fat cells, Mesotherapy does not affect the structure or composition of the fat cells. Although the fat cells are melted, they remain intact. "This is actually beneficial," explains Dr. Shapiro, stating that, "many patients find that when there is weight gain after liposuction, the fat redistributes in odd or hard to lose areas. Should a patient gain weight following Mesotherapy, the weight loss would be evenly distributed.

Course of Treatment- For weight loss and/or cellulite reduction, Dr. Shapiro recommends 10 weekly sessions followed by every other week as necessary. The first 10 sessions along with an in depth consultation cost \$2,500.00. Dr. Shapiro emphatically states that, "Mesotherapy is the only non-surgical treatment today that melts fat and eliminates cellulite.

Candidates For Treatment- The good news gets even better. Anyone who is in good overall health and between the ages of 18-75 can be treated. Those who are on blood thinners, have blood clots, or heart arrhythmia should be pre-screened for this procedure by their primary care physician. As with any medication, an allergic reaction is a

potential risk, Dr. Shapiro performs a patch test during the consultation—although she has yet to see a patient have a negative reaction to a treatment. Temporary bruising is also possible at the injection site.

**Is It Painful?** Most patients report less discomfort than with waxing. The needles used are specially designed for Mesotherapy and Dr. Shapiro uses a power gun to render them virtually painless. If patients do feel an occasional needle, it feels more like a brief stinging sensation. Because of Dr. Shapiro's years as an emergency room director, she has honed her injection skills so they are very favorable to the patient.

For those who are tired of working out and seeing the same saddlebags remain, want to avoid the risk of liposuction, paid a fortune to reduce cellulite, or sampled every diet plan known to mankind, a proven, medically safe technique truly does exist to literally melt fat from the body. Finally, the answer to how those French women stay so slim. We think you'll find it magnifique...

## **Q & A MESOTHERAPY**

### **1. Describe your practice.**

My name is Dr. Marion Shapiro and I am a female osteopathic physician who practiced emergency medicine for twenty one years. In the Spring of 2002, I went to France to learn a new technique called Mesotherapy, which I brought back with me to the United States. My current practice, in both West Orange, New Jersey and New York City (opening in early September, 2003) involves cosmetic Mesotherapy for overall weight loss, spot weight reduction and cellulite elimination. On an average week, I typically see over 100 patients.

### **2. What is Mesotherapy?**

Mesotherapy is a technique, invented in 1952 by Dr. Michel Pistor, where medication is injected into the mesoderm, the layer of fat and connective tissue right under the skin. Over the past 50 + years, over 15,000 physicians world-wide have used a form of Mesotherapy on a daily basis for a variety of purposes and up to 60,000 patients are treated by mesotherapists in France annually.

### **3. How does it work?**

The medicines that are used in cosmetic mesotherapy melt the fat beneath the skin and shrink the fat cells in the scarpus fascia layer. The fat dissolves, and, as occurs when fat is broken down during the typical weight loss, is carried in liquid form through the bloodstream and excreted by the kidneys and bowel. Cellulite is caused by the connective tissue bands that hold down the skin, trapping fat and thereby causing the "dimpling" effect. The medications used in Mesotherapy destroy the connective tissue bands and melt the fat, creating a smooth, dimple-free appearance.

### **4. Why don't diet and exercise make a difference with cellulite?**

Hormonal changes in females cause cellulite to occur by causing fibrous connective tissue bands to reach up through the mesoderm and attach themselves to the skin. This causes dimpling of the skin, commonly referred to as "orange peel" skin. Fat gets trapped beneath the skin, causing a lumpy appearance. Although diet can help reduce the amount of fat, neither diet nor exercise can break the connective tissue bands that form under the skin.

### **5. If diet and exercise don't make a difference with cellulite, how can mesotherapy help?**

Mesotherapy is a permanent solution that eliminates dimpling and misshapen fat under the skin. Cellulite is an accumulation of fat, fluid and toxins trapped in a hardened network of connective tissue fibers in the mesoderm layer. The fat cells inflate, causing a rippling and puckering of the skin. Lymphatic and venous circulation is poor in these areas. Mesotherapy targets those areas by breaking the connective tissue bands and melting the fat under the skin.

### **6. What's been your experience with it? How many women?**

Approximately 95% of my patients respond to Mesotherapy with a significant reduction in their cellulite as well as spot and overall weight reduction. Of my 100 patients per week, approximately 80% are women.

### **7. How new is the procedure? How well studied and tested is it?**

The procedure has been practiced since 1952 throughout Europe and South America. Very few side effects have been reported in the literature in Europe. The Mesotherapy Society in France meets annually to present scientific articles regarding the results of Mesotherapy and several books have been written about Mesotherapy in both French and Spanish.

8. Describe a typical client and the results obtained.

A typical patient ranges in age from 18-75 years of age in good health. In ten sessions, the average patient can lose up to two dress sizes and two to four inches where there cellulite is treated.

9. Does age make a difference in obtaining desired results?

No, age does not make a difference.

10. What's your most requested procedure?

Spot weight reduction of waist, hips and saddle bags for women and love handles for men.

11. Will men go for this?

Yes, approximately 20% of my patients are men. They request spot reduction in their backs, abdomen, love handles and chin.

12. What counseling should go along with it?

All patients undergoing Mesotherapy for weight loss or spot weight loss reduction are placed on a natural, healthy diet which is easy to follow. Patients are asked to exercise 3 times per week to help circulate the medication and eliminate the fat.

13. How much does it cost?

Typically, the initial consultation is between \$350-500 dollars and then each session (treatment) is an additional \$500. However, this procedure is much more cost-efficient than liposuction which will run you thousands of dollars.