

A man and a woman are posing for a photograph. The woman, on the left, has long brown hair and is smiling, wearing a black and white bikini. The man, on the right, has a beard and is also smiling, wearing black swim trunks. They are standing against a grey, textured background. A blue horizontal band is overlaid across the middle of the image, containing the title and a logo.

Your Guide to coolsculpting®

An in-depth guide to this nonsurgical body contouring treatment, its benefits and getting the most from your procedure.

Table of Contents

3	Note from Dr. Lowenstein
4	The Problem with Fat
5	Parting with Fat: Harder than You Might Think!
5	Body Contouring Options
6	Why Cool is Hot
7	The Problem of Over-Popularity
8	A Provider You Can Trust
8	A Treatment that Works
9	Upgraded Technology Benefits our Patients
10	Is CoolSculpting Right for You?
10	What to Expect at Your Treatment
11	What Will Happen After Treatment?
11	Getting the Results You Want
11	Long-Lasting Body Contouring
12	More Questions for Us?

A top-down view of a white desk. On the desk is an open notebook with lined pages, a silver laptop showing the keyboard, a black pen, and a pair of black-rimmed glasses.

A Note from Dr. Lowenstein

My desire is that you find this e-Book to be informative and helpful as you consider your options in body contouring. My staff and I are committed to providing our patients with the highest quality of care and service, beginning with the education process before you ever commit to treatment. Whether you are planning for surgery or noninvasive cosmetic procedure, the choices you make will impact your appearance, your self-confidence and even your quality of life overall. I encourage you to take your time when selecting a plastic surgeon for your procedure to ensure you enjoy a safe, positive experience, and a superior outcome. I am confident that if you choose Montecito Plastic Surgery for your aesthetic needs, you will find the process to be outstanding in both service and results.

Sincerely,

A handwritten signature in black ink, appearing to read 'Adam Lowenstein', with a long horizontal flourish extending to the right.

Adam Lowenstein, MD, FACS

A close-up photograph of a person's midsection, showing their waist and abdomen. They are wearing white, possibly athletic, underwear. A hand is visible on the left side, pinching the skin on the person's waist. The background is a soft, out-of-focus grey.

The Problem with Fat

You may think you know what fat is – after all, you deal with it daily each instance you look at yourself in the mirror or try to fit into your favorite pair of jeans. But did you know that not all fat is created equal? Two basic types of fat form in the human body:

1

Visceral Fat

This type of fat forms deep within the body, packing itself between the abdominal organs. While this type of fat may not be as visible, it is much more dangerous. Visceral fat has been linked to heart disease, stroke and certain forms of cancer. While it can be difficult to detect due to its internal location, some factors could indicate you have an unhealthy amount of visceral fat.

2

Subcutaneous Fat

This is the fat that causes the unwanted jiggles and bulges around the midsection. Subcutaneous fat is located just underneath the skin layers, making it much more noticeable than visceral fat. Subcutaneous fat may not look aesthetically pleasing, but it is not typically as dangerous as visceral fat. This type of fat even offers some benefits to the body, such as insulating the body, providing padding for muscles and bones and serving as one source of energy for the body. However, too much subcutaneous fat can also be problematic for your health. Excessive amounts of subcutaneous fat may lead to the following medical conditions:

- Elevated blood pressure
- Liver and kidney disease
- Stroke and heart attack
- Type 2 diabetes

Excess subcutaneous fat also raises the likelihood that you have visceral fat as well. Too much subcutaneous fat can be determined through your body mass index or BMI, which is calculated through a formula that includes your height and your weight. As a general rule, a BMI of 25 to 29.0 is a sign you are overweight. A BMI of 30 or greater is a benchmark for obesity, which can be a precursor to list of health problems listed above.

Parting with Fat: Harder than You Might Think!

Everyone has some degree of subcutaneous fat, although the amount can vary considerably. You are born with a fixed amount of fat cells, which is in part determined by your genetic makeup. That means if you have more fat cells than your best friend, you can likely thank your parents for the abundance! However, the number of fat cells in your body does not make you overweight. Instead, it is the size of the cells that produce your body circumference, and this can change over time. Factors that affect fat cell size include your caloric intake, activity level and your genetics.

Visceral fat is the more dangerous fat, but it also tends to be easier to lose. Most people can trim away their visceral fat with an appropriate diet and exercise program. Shedding subcutaneous fat is not always as straightforward, however. You may find that no matter how much time you sweat at the gym or how many calories you cut from your meals, that extra jiggle doesn't go anywhere. This lack of progress can be very frustrating for a man or woman that wants to lose the spare tire or post-baby bulge and can't seem to make that happen by their efforts.



Body Contouring Options

The good news is that subcutaneous fat is also “accessible” fat, meaning that it tends to be the fat that we can most easily remove with body contouring procedures. And the excellent news is that in most cases you don't have to submit to surgery to get the shape you want. Nonsurgical body sculpting is a popular choice today and for a good reason. These procedures offer the ability to eliminate unwanted enlarged fat cells for good, giving you a slimmer, trimmer figure that will last indefinitely as long as you maintain your healthy lifestyle.

So, if body contouring treatments are a viable way to trim up the body, how do you know which procedure will produce the best results for you? Many devices promise to meet your expectations, using cutting-edge technology like freezing, heat, lasers and even ultrasound energy. While all of these procedures offer some benefits, few provide the track record for safety and success CoolSculpting offers.



Why Cool is Hot

CoolSculpting is a device that destroys unwanted fat cells through a technology known as cryolipolysis or controlled cooling. This process was discovered by Harvard scientists that noticed children who sucked on popsicles tended to have less fat in their cheeks. When they researched this further, they realized that fat cells could be destroyed by cold much easier than other cells in the body. When controlled cooling is applied to unwanted fat deposits, the cold temperatures crystalized the fat without damaging the surrounding skin or tissue.

This discovery set the stage for the introduction of the CoolSculpting procedure. CoolSculpting is a comfortable, noninvasive treatment that offers a significant fat reduction for the right patients. Most experience up to a 25-percent reduction in fat cells in their treatment area after a single CoolSculpting session. The fat cells that are crystallized by the device are flushed out of the body through the lymphatic system, so they can never return. The fast, comfortable procedure and long-lasting results quickly elevated CoolSculpting to a top-requested body contouring procedure across the globe.



The Problem of Over-Popularity

While the benefits of CoolSculpting are far-reaching, the growing popularity of the device has also caused some problems for patients. Today, many practices offer this treatment, but not all have the experience and training necessary to provide their patients with an optimal experience or outcome. CoolSculpting is now available through family practitioners, med spas and other medical and cosmetic providers. It has become a case of “buyer beware” for patients that are looking for superior care and treatment that truly delivers on its promises.

Many variables can affect the success of a CoolSculpting treatment:

- The positioning of the patient
- Placement of the applicators
- Use of one or two applicators at a time (Surprise: the use of more than one applicator at a time does NOT necessarily produce the best results!
We know, we tried it.)
- Post-treatment massage
- Temperature contrast during massage

After performing this procedure extensively at Montecito Plastic Surgery, our CoolSculpting certified technicians are experts on how to administer the treatment using the most optimal techniques, as well as the best steps for post-treatment care. We boast an extremely high patient satisfaction rate as we have perfected these factors to create the best possible experience and result.

A Provider You Can Trust

Whether you are in search of plastic surgery or a nonsurgical cosmetic treatment like CoolSculpting, experience and training equal a provider you can trust. We recommend you consider the following factors when choosing a plastic surgeon for any procedure:

- Board certification through the American Board of Plastic Surgery (ABPS), which demonstrates extensive training and experience, as well as a commitment to ongoing education and the highest level of patient care
- Member of the American Society of Plastic Surgeons (ASPS), which shows the doctor has the training and experience necessary to specialize in plastic surgery and adhere to a strict code of ethics as outlined by the organization
- A surgeon that takes the time to understand your concerns discuss your options and educate you about the procedure you choose to undergo
- A staff that makes you feel comfortable every time you walk into the office because they are invested in your care and your experience
- A team of qualified professionals that seems confident in their abilities and honest in their patient interactions

These are the characteristics patients find when they choose Montecito Plastic Surgery for their cosmetic treatments. From the most extensive surgery to the quickest injectable treatment, our staff is dedicated to ensuring your care is superior and your results meet your expectations.

When it comes to experience specifically with the CoolSculpting device, Montecito Plastic Surgery is proud to be a member of the COOL CLUB 1000. This membership demonstrates our extensive work with CoolSculpting since you can't be a part of the club until you have performed at least 1000 CoolSculpting treatments. With so many procedures under our belt, you can rest assured we have the knowledge and training to provide you the highest level of care and optimal results.

We stand by our CoolSculpting expertise. All the CoolSculpting before and afters you'll see on our website are of our own patients, and not taken from CoolSculpting's marketing resources. Furthermore, Dr. Lowenstein provides a CoolSculpting Guarantee – if you are unsatisfied with your CoolSculpting results, he will apply 50% of your CoolSculpting fees in the area of concern to the cost of a liposuction procedure for fat removal in that area. Importantly, Dr. Lowenstein has NEVER been taken up on this offer which speaks to the outstanding satisfaction of our patients after their CoolSculpting procedure.

A Treatment that Works

Because Montecito Plastic Surgery is focused on results-driven treatments, CoolSculpting is a top offering at our office for nonsurgical body contouring. In addition to its successful track record, there is ample clinical evidence demonstrating both the safety and efficacy of the device in eliminating stubborn, unwanted fat. According to the Coolsculpting website, 5000 patients have participated in CoolSculpting clinical studies, and more than six million procedures have been performed worldwide.



A 2015 study published in Plastic and Reconstructive Surgery found cryolipolysis is a “promising” method of nonsurgical body contouring. It is particularly helpful for men and women looking for spot reduction of problem areas. The study also found that more than one treatment session could lead to even more fat reduction.

A JAMA Facial Plastic Surgery published a study in 2017 that found overlapping treatments of cryolipolysis to treat larger areas is also a valid approach. In the test subjects, researchers saw a “visible and significant” reduction in fat layers. They also discovered that the treatment was well-tolerated by patients. Adverse effects associated with the procedure were generally mild and resolved without medical intervention.

In addition to its success in reducing unwanted fat, studies have also determined the results of the procedure are likely to last. A third study published in the Journal of Cosmetic Dermatology in 2016 looked at the longevity of cryolipolysis results by following two men that received the procedure for flank reduction. This study found that results were consistent six and nine years after the cryolipolysis procedures.



Upgraded Technology Benefits Our Patients

While the original CoolSculpting offers a huge benefit to our patients, we have invested in upgrades to make the experience even better. CoolAdvantage, an addition to Montecito Plastic Surgery, is cutting-edge technology that cuts treatment time in half while delivering enhanced results. The difference is all in the CoolCup applicator, which allows for improved contact with tissue and the administration of even colder temperatures to create the body contouring you want in a fraction of the time. Less vacuum suction also means an even more comfortable process overall.

CoolAdvantage offers three different applicator sizes, which allows us to treat a broader range of areas with the same level of effectiveness:

CoolCore Advantage

As the most common applicator we use, this option is primarily used to sculpt the abs and the midsection.

CoolFit Advantage

This innovative cup design allows us to reduce fat on the inner thighs and arms, leaving a natural contour behind.

CoolCore Advantage Plus

Our largest applicator is often our choice for debulking the upper and lower abdomen before the more intricate sculpting begins.

CoolMini

This applicator works on the fat above the knee, and the submental fat that tends to accumulate beneath the jawline, giving you the appearance of a double chin.

CoolCurve+ Advantage

This applicator offers a shape that curves around the treatment area, perfect for treating the flanks to enhance the definition of your waistline.

No matter which applicator is used for your treatment, the process should not take more than 45 minutes to complete. The entire appointment should be comfortable, and you will be able to return to your activities as soon as you leave our office.

Is CoolSculpting Right for You?

There are a few factors to consider when determining whether you are a good candidate for the CoolSculpting treatment:

- You are relatively close to your target weight. CoolSculpting is not designed to serve as a weight loss procedure. It is primarily used to sculpt away stubborn deposits of fat that do not disappear even when you get closer to that magic number on the scale.
- You are not pregnant. CoolSculpting is not advised on women who are pregnant.
- You do not want to consider surgery. Surgical procedures tend to offer quicker, more dramatic body contouring results, but also come with anesthesia, incisions and a recovery process. If you have a small amount of fat to eliminate, nonsurgical treatments like CoolSculpting can usually help you achieve your goals without the added investment a surgical process requires.

We will take the time to discuss your concerns and evaluate the amount of fat you would like to eliminate before determining whether CoolSculpting is the best choice for you.



What to Expect at Your Treatment

Quick and comfortable are the words our patients frequently use to describe their CoolSculpting sessions. To begin, you will get into a relaxing position on our treatment table. We will place a gel pad over the treatment area, and attach the applicator to that. At first, you may feel some mild pressure and extremely cold temperatures, but your body will adjust quickly to these sensations. During your treatment, which should not take more than 45 minutes, you will be able to listen to music, look at emails or even watch a video if you like. If you drift off, we will wake you up (gently) when your session is over!



At the end of your treatment, we will apply vigorous massage to the area to break down treated fat cells and create a smoother result. Some clinics and doctor's offices offer the Z Wave device after CoolSculpting, claiming it will enhance effects. However, our experience has shown that manual massage is much more effective. We believe Z Wave is just a reason for some providers to upsell their patients without providing many benefits. At Montecito Plastic Surgery, our primary focus is on results, not profits, so we utilize methods and techniques that benefit our patients best.



What Will Happen After Treatment?

You may experience a minimal amount of tenderness, swelling or bruising after the CoolSculpting process, though many patients have none of these. Most of our patients head directly back to work or activities without any indication they just had a body contouring treatment performed. The treatment area may feel tighter immediately after the process, but you won't see improvement right away. It takes time for the treated fat cells to get eliminated by the body. Most patients will see changes to the area within a matter of weeks, with full results becoming evident within about two months.

Getting the Results You Want

Clinical studies have shown that the average patient will experience a 24-percent loss of fat with a single CoolSculpting treatment session. Some patients may opt for additional appointments to achieve even more sculpting. Two to three sessions are usually the most needed to produce an optimal outcome, though the majority of our patients are able to achieve the results they want after only a single session. When additional sessions are scheduled, they are typically scheduled two to three months apart to give sufficient time for patients to see the results of one procedure before planning another.

Long-Lasting Body Contouring

As studies have suggested, the improvements achieved through CoolSculpting are long-lasting. Because the fat cells are flushed out of the body, they will not return. However, if you gain weight after your procedure, fat cells remaining in the area can enlarge and alter your results over time. If this occurs, you may need to schedule additional treatments to restore your body contouring. If you maintain a healthy lifestyle and stable weight after your procedure, there is no reason to think your positive results will ever change.



More Questions for Us?

While our goal is to provide you with all the information you need in this e-book to decide if CoolSculpting is right for you, we know it is likely you still have a few lingering questions about the device or its benefits. We are happy to schedule an in-person consultation with you to further discuss this treatment and help you determine whether it is the right treatment option for your aesthetic goals.

Contact Montecito Plastic Surgery today at:
805-969-9004

M MONTECITO PLASTIC SURGERY
P S ADAM LOWENSTEIN, MD, FACS

www.sbplasticsurgeon.com
1722 State Street, Ste 101, Santa Barbara, CA 93101