



COOLSCULPTING® PRESS RELEASE

FOR IMMEDIATE RELEASE

BREAKTHROUGH TECHNOLOGY TO FREEZE AWAY BODY FAT NOW AVAILABLE

*Daytona Beach-Based Plastic Surgeon Among First
to Offer CoolSculpting in Florida.*

Daytona Beach, FL [April 24, 2013] – CoolSculpting®, an innovative technology that freezes away unwanted fat, is now available at Lentz Plastic Surgery, making it one of the first medical practices in the state of Florida in Daytona Beach to offer this breakthrough in non-invasive fat reduction.

“CoolSculpting is an exciting new approach that is non-invasive and has shown significant results in clinical studies for removing fat without the potential risks and downtime of invasive procedures,” said Carl W. Lentz III M.D., F.A.C.S.. I have found the procedure to be extremely effective, especially on resistant localized areas such as back fat, love handles and the isolated belly fat. CoolSculpting is extremely comfortable and our patients are highly satisfied.”

Cleared by the U.S. Food and Drug Administration (FDA), CoolSculpting gently cools unwanted fat cells in the body thereby inducing a natural, controlled elimination of fat cells. Based on science developed by the Wellman Center for Photomedicine at Massachusetts General Hospital in Boston, Mass., in the United States, this breakthrough is based on a vast body of research that demonstrates that fat cells are more susceptible to cold and are selectively, painlessly and permanently destroyed. Starting several weeks after the procedure, cooled fat cells begin a process called “apoptosis” and begin to shrink and disappear. The body proceeds to naturally and gradually eliminate the cooled fat cells, reducing the thickness of the fat layer.

Unlike many other methods of fat reduction, CoolSculpting involves no needles, surgery or downtime. During the procedure, a non-invasive applicator delivers precisely controlled cooling to the treatment area thereby specifically targeting fat. Treatments last between one to two hours. Patients can have additional procedures for more pronounced effects if they desire. On average, each CoolSculpting procedure results in an undeniable reduction of fat in the treated area, and patients can start to see results as soon as three weeks following treatment, with the most dramatic results occurring over a period of two to four months in most patients.

Disclaimer: In the U.S., non-invasive fat reduction is cleared only for the flank (love handle).

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About Dr. Lentz

Born in Daytona Beach, the son of a pioneer family, Dr. Carl Lentz III was raised around the world. He graduated with a BS in Biology in 1966 from Emory University in Atlanta, before attending the University of Miami Medical School, where he received an MD in 1970. Dr. Lentz completed his residency and training in plastic surgery while in the United States Air Force and has been board certified since 1977. Dr. Lentz began his private practice in 1979 and continued to serve the United States government as a full Colonel in the United States Reserves. He was called to active duty during Desert Shield-Desert Storm in 1990.

Dr. Lentz has been an active member of his Florida community in Daytona Beach. A dynamic plastic surgeon, his past positions include:

- President of the Volusia County Medical Society
- Chief of Surgery at Halifax Medical Center
- Chief of the Division of Plastic Surgery at both Halifax Medical Center and Florida Hospital Ormond Memorial
- President of the Florida Society of Plastic Surgeons (member for over 20 years)
- President of the Florida Medical Association

He is a Fellow of the American College of Surgeons, and a member of the American Society of Plastic Surgery and the American Society for Aesthetic Plastic Surgery. He is the immediate past President of the Florida Medical Association.

Dr. Lentz considers his greatest achievement to be his success as a board-certified physician and plastic surgeon, whose [Central Florida plastic surgery](#) patients trust him with their care.

Contact:

To meet with Dr. Carl Lentz, one of the board-certified plastic surgeons in Central Florida, [request a consultation](#) online at www.drLentz.com or call 386-252-8051. Patients visit him from Central Florida cities, as well as across the country.