Live CoolSculpting® Demonstration at ASAPS 2013

The Associated Press

--(BUSINESS WIRE)--Apr 12, 2013--ZELTIQ ® Aesthetics, Inc. (Nasdaq: ZLTQ), a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology platform, today announced it is exhibiting at the American Society for Aesthetic Surgery (ASAPS) in New York, April 11-16, 2013. CoolSculpting, developed by ZELTIQ, is a non-surgical, clinically proven procedure designed to selectively reduce fat in treated areas using a patented cooling technology. Live CoolSculpting treatments will be performed in the ZELTIQ booth at noon on all three exhibit days. In addition, patient assessments will be demonstrated every hour on the hour, 10 a.m. to 4 p.m., on all three exhibit days. The assessments will focus on “Treatment to Transformation,” an advanced CoolSculpting concept designed to promote global patient assessment to address all potential treatment areas and then recommend the appropriate treatment plan to consistently achieve the desired results. In the United States, CoolSculpting is cleared for non-invasive fat reduction of the abdomen and flank.

About ZELTIQ ® Aesthetics, Inc.
ZELTIQ is a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology platform. ZELTIQ’s first commercial product, the CoolSculpting System, is designed to selectively reduce stubborn fat that may not respond to diet or exercise. CoolSculpting is based on the scientific principle that fat cells are more sensitive to cold than the overlying skin and surrounding tissues. It utilizes patented technology of precisely controlled cooling to reduce the temperature of fat cells in the treated area, which is intended to cause fat cell elimination through a natural biological process known as apoptosis. ZELTIQ developed CoolSculpting to safely, noticeably and measurably reduce the fat layer.

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