

News Release

For Immediate Release
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Fig. Moves Forward Nationally with Advanced Smartlipo *"Outpatient micro liposuction" already proving popular*

Nov. 29, 2007 – St. Louis, Mo. -- [Fig.](#), the leading authority in medically supervised body shaping, today announced it will begin offering an advanced [Smartlipo™](#) procedure at fig. medical body shaping centers. The advanced Smartlipo procedure will use the newest 18 Watt Smartlipo device, up to three times more powerful than older Smartlipo devices, which also reduces patient treatment times. This latest offering adds to fig.'s integrated portfolio of body shaping technologies. The new Smartlipo device is an FDA-approved body contouring solution for patients that permanently eliminates diet- and exercise-resistant fat cells.

"We are excited to introduce the advanced Smartlipo procedure to our patients across the country," said Rob Semaan, chief executive officer of fig. "Patient response from fig.'s soft launch period are thrilled that Smartlipo can help them achieve their beautiful shapes more quickly, conveniently and without the risks of traditional liposuction."

Smartlipo is a laser-assisted lipolysis procedure performed using a small canula, or tube, inserted gently into the skin through a micro incision. A laser fiber in the canula delivers energy directly to the fat cells, causing them to break apart and liquefy. Smartlipo is ideal for the neck, jawline, arms, male chest, abdomen, saddlebags and thighs, and is completed under a local anesthetic, requiring a shorter recovery period and fewer side effects. More than 25,000 procedures have been performed since the Food and Drug Administration approved Smartlipo in November 2006.

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The advanced Smartlipo procedure at fig. is unique:

- o Only experienced plastic surgeons perform the advanced Smartlipo procedure.
- o The advanced Smartlipo procedure is up to three times more powerfully focused than older Smartlipo models.
- o Smartlipo is less invasive than traditional liposuction, resulting in minimal downtime and no scarring; it also promotes tightening of skin tissue.
- o Smartlipo is just one component of fig.'s personalized programs that offer patients permanent solutions with minimal downtime.

The highly trained medical team at fig. medical body shaping centers has helped thousands of patients permanently eliminate diet- and exercise-resistant fat with effective medical solutions. Fig.'s integrated body shaping programs take advantage of procedures like Smartlipo and [*Advanced LipoDissolve™*](#), as well as fig.'s [*Personalized Body Management*](#) Program, to help each patient achieve her/his ideal body shape

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About fig.

Fig., the leader in medically supervised body shaping, operates and/or manages 18 body shaping centers throughout the United States. Under the direction of leading plastic surgeons, fig. provides individualized body shaping services to tens of thousands of patients. Fig.'s highly trained medical staff uses the latest medically supervised body shaping technologies like Smartlipo™, *Advanced LipoDissolve™* and *Personalized Body Management* to help each patient achieve their ideal shape. Fig. is headquartered in St. Louis, Mo., and employs more than 500 people across the country. For additional information, please visit <http://www.fig.com>.