

Harper's BAZAAR

June 8, 2009

20 BEAUTY BUYS AND IDEAS

Your guide to the season's must-have products and newest innovations.



Fat-Melting Laser

Has the day finally come when you can shed fat without a diet, exercise, or surgery? Possibly. Expecting FDA clearance this summer is **Zerona**, a noninvasive, pain-free laser that claims to stimulate the release of fat from cells, which is then absorbed by the lymphatic system and naturally excreted from the body. A recent clinical study has shown an average reduction of 3.65 inches from the waist, hips, and thighs after two weeks of six 40-minute treatments.

“This goes way beyond plastic surgery,” says Frank Ryan, a board-certified plastic surgeon in Beverly Hills who has been using the laser. “It’s a game changer that revolutionizes the field.” Adds Celeste, 54, who has had the treatment, “In two weeks, I lost about 1.5 inches on each thigh. My clothes fit better now.” The downside? Nobody knows yet how long the results last or any potential long-term side effects. Prices will average \$500 per session.

photo credit: Patrick Demarchelier