



ZERONA, Body Contouring Device, is Featured on “The Real Housewives of Beverly Hills”

A Newly-Aired Episode Features the Non-Invasive Laser to Help Treat “Love Handles”

Dallas, TX ([PRWEB](#)) November 10, 2011 -- Santa Barbara Medical Innovations (SBMI), a leader in bringing proven, innovative health products that are safe and effective to the market, announces the ZERONA non-invasive body contouring laser, was featured on episode 10 of “The Real Housewives of Beverly Hills” which aired on Monday, November 7th.

The episode followed the ladies of Beverly Hills as they were treated to “Paul’s Night of Beauty” by housewife Adrienne Maloof’s husband, Dr. Paul. During the episode, Dr. Paul treats housewife, Kyle Richards’, “muffin top” with the ZERONA laser. He explains the easy procedure and how ZERONA works to zap inches by shrinking the fat cells.

“The spotlight on The Real Housewives of Beverly Hills was an extraordinary opportunity to educate a national viewing audience on ZERONA,” said Michael Browning, Senior Vice President of Marketing and Business Development of SBMI. “Dr. Paul explains the ZERONA laser in a very straightforward manner, emphasizing how ZERONA contours the body and reduces inches off the waist, hips and thighs in as little as two weeks without surgery, pain, or side effects.”

ZERONA was granted market clearance by the FDA last year for the safe and effective circumferential reduction of the hips, waist and thighs. ZERONA uniquely targets fat cells and promotes the safe release of stored fats, a therapeutic approach that significantly differs from other technologies that intentionally destroy the known organ tissue by heating or freezing the cells.

SBMI continues the momentum with the national ZERONA Model Search contest. The contest’s goal is to find a “real” spokesmodel for ZERONA’s 2012 advertising campaign which will include print, public relations, social media, and television components with the goal of increasing ZERONA brand awareness among medical professionals and consumers alike. To learn more about the ZERONA Model Search, please visit our Facebook page at <https://www.facebook.com/myzerona>.

To watch the ZERONA clip from “The Real Housewives of Beverly Hills” click [here](#).

About SBMI

SBMI is dedicated to bringing clinically proven, innovative health and wellness products that are safe and effective to market. SBMI is the exclusive North American distributor of ZERONA®, the only clinically proven, non-invasive body contouring device on the market, as well as the Erchonia EML, the only laser device FDA approved for pain during liposuction and breast surgery. For more information, visit www.sbmi.com.

About Erchonia

Erchonia is the global leader in low level laser healthcare applications. Over the last 15 years Erchonia has been conducting research and development with the world’s leading physicians to advance the science of low level lasers. Prior to market introduction, all Erchonia lasers are proven to be safe and effective through independent clinical trials. Currently thousands of Erchonia’s lasers are used daily to reduce body fat, eliminate pain, accelerate healing, and treat acne. For additional information, visit www.erchonia.com.



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