



body

CLATUU 360° FREEZE THE FAT AWAY



CLATUU IS THE COOL WAY TO LOSE FAT – LITERALLY. IT USES FREEZING TEMPERATURES TO PERMANENTLY DESTROY AREAS OF STUBBORN FAT. AIMÉE SURTENICH REPORTS.

Done the hard yards with your diet and exercise but your tummy's still more tubby than taut? Let me introduce you to CLATUU – a new non-surgical body sculpting technology that uses controlled cooling to 'freeze' and permanently destroy fat from stubborn areas such as the abdomen and thighs.

In both clinical and pre-clinical trials, CLATUU, distributed in Australia by Cryomed, has demonstrated its efficacy in eliminating stubborn fat. It works by gently drawing fatty areas into the patented 360° applicators and cooling the area to a temperature that causes fat cell apoptosis – while keeping normal cells intact.

To be a good candidate, you should be at or near your ideal body weight, eat well and exercise regularly but still have stubborn fat that doesn't respond to a healthy lifestyle. You should also have realistic expectations about what the procedure can achieve and not rely on it as a weight loss treatment.

VISIBLE, MEASURABLE RESULTS WITHOUT SURGERY

CLATUU freezes your fat away by using precisely controlled cooling to eliminate stubborn fat that is resilient to exercise

or diet. Cooling fat cells to an optimal temperature brings about a sequence of events that leads to the destruction and elimination of fat cells without affecting any of the other surrounding tissue.

The CLATUU maintains a constant target temperature for the best possible reduction, and its 360° DualSculpt handpiece system means it delivers maximum coverage for faster and better results.

The results of CLATUU are proven and visible, and with the ability to treat two sites at once, you can cut down treatment time in half, giving you more time to do the things you love.

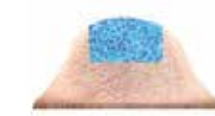
WHAT HAPPENS DURING TREATMENT?

During a CLATUU treatment the dual handpieces are placed on the treatment areas. These deliver precisely controlled cooling to specifically target underlying fat, leaving the surface skin tissue unaffected.

A typical treatment takes 60 minutes, and most patients find it very tolerable (it's more of a tingling, numbing sensation). There is no downtime and you can return to your usual activities straightaway. Results gradually occur in the ensuing weeks and months after treatment, as the



WITH CLATUU 360° SURROUND COOLING



OLD TECHNOLOGY

WHY COOLING?

One of the biggest breakthroughs in non-surgical body contouring was reportedly inspired by the observation that babies given ice blocks to suck over a prolonged period of time lost fat in their cheeks. This sparked years of research into the role freezing plays in the destruction of fat cells.

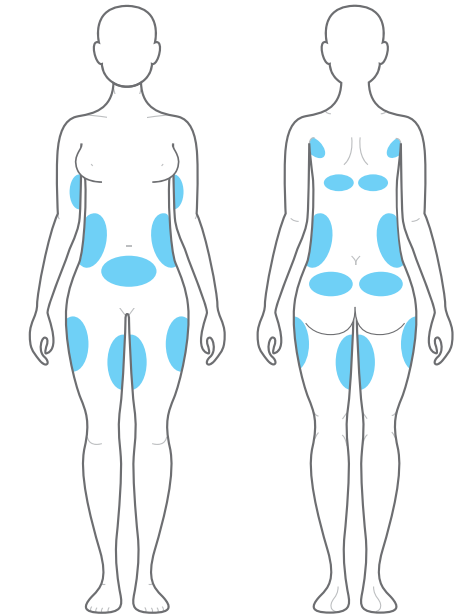
It was found that, under carefully controlled conditions, subcutaneous fat cells are more vulnerable to the effects of cold than the surrounding tissue. Further, once a certain level of cooling is achieved, a natural 'cascade' of fat destruction known as selective cryolipolysis begins. The body goes on to expel the destroyed fat cells through natural excretion over a two to four month period.

body naturally eliminates the destroyed fat through the body's lymphatic system.

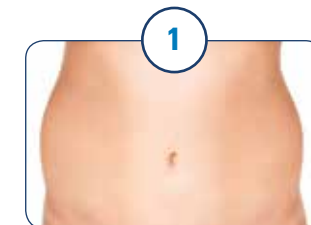
Visible, measurable results can be seen from just one treatment, however a series of sessions will yield the most dramatic fat-busting results in most cases. As an added bonus, if you take care to maintain your proper weight by eating right and exercising regularly, the results are permanent. **csbm**



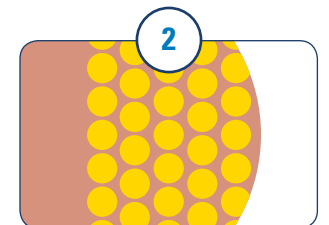
CLATUU 360° TARGETS SEVERAL STUBBORN FAT AREAS



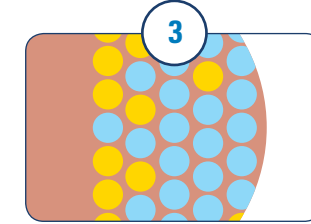
HOW CLATUU 360° FREEZES YOUR FAT AWAY



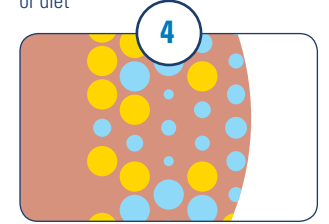
Some areas of our body have bulges of stubborn fat



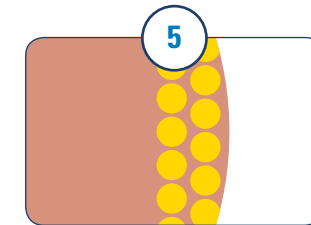
These areas are due to underlying fat cells that are resilient to exercise or diet



Controlled cooling with the CLATUU targets and freezes these fat cells



Through a process called Cool-Assisted Lipolysis, these fat cells gradually die and are eliminated from the body



Reduction in the fat layer occurs in the following weeks and months after treatment



This results in a natural-looking and contoured appearance without the surgery