

For Immediate Release

Shu Cosmetic Surgery Institute unveils H₂O-Lipo™, the Lunch Break Lipo

Dr. Steven Shu is proud to announce the introduction of H₂O-Lipo™ a revolutionary liposuction technique that utilizes the advanced but gentle Body-Jet® system to combat excess fat, leaving you looking younger, slimmer, and more toned than ever before.

Edina, MN (August 15, 2011) -- A new alternative to traditional liposuction in Minnesota is now available at Shu Cosmetic Surgery Institute (www.shucosmeticsurgery.com). The H₂O-Lipo™ with Body-Jet® system is a ground-breaking method of combating excess fat to sculpt your face and body, delivering stellar results with far less patient discomfort, downtime, and medical risk than traditional liposuction. This office-based procedure, performed in just 30 to 45 minutes, has been deemed the "lunch break lipo." With virtually zero downtime, patients can immediately return to normal activities following the short procedure.

"The benefits of H₂O-Lipo™ with Body-Jet® liposuction for Minnesota residents are two-fold. First, it helps remove unwanted fat gently and thoroughly with less force than standard tumescent liposuction," Dr. Steven Shu, board-certified laser surgeon at Shu Cosmetic Surgery, said. "Secondly, it allows us to harvest fat cells from areas such as the abdomen or thighs and transfer them to enhance other areas, such as the breasts."

Similar to other liposuction, Body-Jet® uses a sterile saline solution to gently dislodge fat cells in order for easier removal. However, Body-Jet® delivers this solution using a pulsating action through a fluid spray, which eliminates the need for forced manual entry using a cannula. This method results in less bruising, bleeding, and trauma to the surrounding tissues. In addition, the Body-Jet® system is far more efficient than standard liposuction due to its ability to simultaneously spray fat cells with fluid and suction them out. By shortening the procedure time, the patient's recovery time is accelerated as well.

"Our patients can expect minimal downtime and discomfort following their H₂O-Lipo™ with Body-Jet® procedure," Dr. Shu said. "The need for pain medication is typically reduced because of Body-Jet®'s gentle suctioning device, and the treatment can usually be performed under local anesthesia, eliminating the risks associated with general anesthesia."

H₂O-Lipo™ with Body-Jet® is an ideal procedure for men and women looking to eliminate isolated areas of fat on the body, or who want to balance out their body proportions. Body-Jet® can also be used during a tummy tuck procedure on patients who wish to remove excess fat and tighten the abdominal muscles.

"Generally, H₂O-Lipo™ with Body-Jet® works best for active and healthy individuals who may be bothered by stubborn areas of fat that persist regardless of diet or exercise," Dr. Shu explains. "Body-Jet® is not recommended for those who are overweight or who have a significant amount of excess skin."

Dr. Steven Shu, MD, MBA, is a board certified laser surgeon and a pioneer of office cosmetic and plastic surgeries in the United States. He has adopted countless revolutionary techniques to achieve ideal results with more efficiency and safety. For more information on Shu Cosmetic Surgery Institute, please visit the center's website at <http://www.shucosmeticsurgery.com>.