



## **Fig. Brings Innovative Medical Body Shaping Solutions to Ohio; New Fig. Center to Help Columbus Residents Achieve Their Beautiful Shapes**

*Fig., the leading authority in medically supervised body shaping, today announced plans for the newest center in Dublin, Ohio. The new location will offer the latest medical technologies, services and procedures to help patients achieve their ideal body shapes.*

Columbus, OH, November 16, 2007 --(PR.com)-- [Fig.](#), the leading authority in medically supervised body shaping, today announced plans for the newest center in Dublin, Ohio. The new location will offer the latest medical technologies, services and procedures to help patients achieve their ideal body shapes. The center, located at 7537 Sawmill Road, Suites 119 & 120, is scheduled to open November 19, 2007. An additional fig. center is scheduled to open in the Columbus area in early 2008.

“In each new city where we open, potential patients are very excited about fig.'s advanced approach to helping people achieve their own beautiful shapes,” said Rob Semaan, chief executive officer of fig.'s management company. “Physicians and nurses at fig. utilize the latest procedures and services to develop an individualized plan to help every patient look and feel better, and enjoy the benefits of better health.”

Under the direction of a board certified plastic surgeon with years of expertise in body contouring, each fig. patient is evaluated by a medical professional, who determines the appropriate plan for achieving the patient's desired body shape. The plan typically takes advantage of services available at fig., such as Advanced LipoDissolve™, the Personalized Body Management program and Smartlipo™.

Fig.'s exclusive Advanced LipoDissolve is a breakthrough, non-surgical procedure that permanently dissolves exercise- and diet-resistant fat. The Advanced LipoDissolve procedure targets fat by using a series of micro-injections delivered into treatment areas, which can include the abdomen, buttocks, thighs or chin. Fig.'s exclusive FinerForme Laser™, a non-invasive cold laser technology that is completely painless, enhances Advanced LipoDissolve patients' experience and results.

Fig.'s Personalized Body Management program is a medically supervised nutrition and fitness program designed to enhance body shape and improve health. Patients who have partnered Advanced LipoDissolve™ treatments with the Personalized Body Management program have achieved the most notable results.

Fig. continues to bring patients the latest offerings in the medically supervised body shaping category with the introduction of Smartlipo, an FDA-approved, minimally invasive body contouring solution that permanently destroys and eliminates diet- and exercise-resistant fat cells. All Smartlipo procedures at fig. centers are performed by board certified plastic surgeons, and can be used in conjunction with fig.'s other body shaping products and services.

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About fig.



Fig., the leader in medically supervised body shaping, operates and manages 18 body shaping centers throughout the United States. Under the direction of leading, board certified 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 Advanced Lipodissolve™, Personalized Body Management and Smartlipo™ 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>.



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