

Sign up for NBR's Daily News Emails

Submit

THE NATIONAL BUSINESS REVIEW

Final Call: 7:51PM Tuesday 14 July 2009

Font size  

[Home](#) | [Business](#) | [Politics](#) | [Environment](#) | [Consumer Affairs](#)

[Submit a press release](#)

New Treatment Set To Revolutionise NZ's Cosmetic Surgery Industry

Tuesday July 14 2009 - 07:50pm

A ground-breaking new liposuction procedure which promises to re-shape and re-sculpt Kiwi bodies is set to shake up New Zealand's cosmetic surgery industry.

Vaser Hi Definition Body Sculpting is the next generation in advanced liposuction technique and the latest solution offered to an age old problem for patients wanting to rid themselves of unwanted fat.

The Vaser Hi Def procedure involves the removal of both deep and superficial fat to enhance the visibility of well-toned abdominal muscles underneath. Surgeons suggest the procedure is best suited to patients who have minimal to medium fat deposits and who have some muscle tone under their fat layers.

The key difference between Vaser Hi Def and traditional liposuction is that instead of thinning out the fat in certain parts of the body the surgeon works to sculpt existing fat to match the contours of the underlying muscle. Supporters of the technique say this can mean a more feminine, athletic physique for women, while men may be able to achieve obvious six-pack abs, oblique muscles and pecs.

Vaser Hi Def involves the use of ultrasound to liquefy fat before it's suctioned out of the body with a small cannula or probe designed to minimize tissue trauma. Proponents say the new advanced key hole technique may leave nerves and blood vessels largely undisturbed which could mean less bruising for patients.

Originally developed in South America, Vaser Hi Def was refined by leading U.S cosmetic plastic surgeon Dr John Millard. His success with the revolutionary new procedure has been well documented in the United States with features on Good Morning America, Fox News, Extra and the NBC Today Show.

The innovative procedure is now available in New Zealand with the Skin Institute's Dr Mark Gray, who trained with Dr Millard, the first specialist in Australasia qualified to perform the procedure and the only specialist able to perform the procedure in New Zealand.

Practitioners' say results from Vaser Hi Def can be seen almost immediately with the best results visible after two to three months.

The recovery time for Vaser Hi Def is approximately seven days and most patients are able to return to the gym in two weeks.

-Ends-

"Results will vary. Surgical procedures have benefits and risks, please consult your doctor if this procedure is right for you."

Written on behalf of Skin Institute by [Impact PR](#). For further information or images, please contact Fleur Revell-Devlin fleur@impactpr.co.nz (ph.021509600) or Mark Devlin mark@impactpr.co.nz (ph. 021509060). www.skininstitute.co.nz

Notes to Editors:

Dr Mark Gray MBChB, FRCP, FRCPA, ABPath, ABDermPath, FASMS, FACCS

Dr Mark Gray is the Director of the Skin Institute Ltd and a qualified Mohs surgeon. Mohs surgery is a method of removing skin cancer and ensuring at the time of the procedure that the skin cancer is completely excised. Mohs surgery has the highest cure rates for skin cancer and

optimises the end cosmetic result.

Dr Gray obtained his primary medical degree at the University of Otago in 1982. He then underwent a postgraduate course in Anatomic Pathology and Dermatopathology at Harvard Medical School/Massachusetts, General Hospital and Cornell University/New York Hospital, completing this in 1990. Dr Gray then went on to complete his training in Dermatology and became a Fellow of the Royal College of Physicians in Canada (Dermatology) in 1993. He is a Fellow of the Royal College of Pathologists in Australasia and has also attained American Board Certification in both Pathology and Dermatopathology.

Dr Gray's special interests include dermatologic surgery, laser surgery, cosmetic medicine and phototherapy. Dr Gray is a member of The American Academy of Dermatology, American Academy and Australian College of Cosmetic Surgery and the American Society for Mohs Surgery. He has published numerous articles in peer reviewed journals.