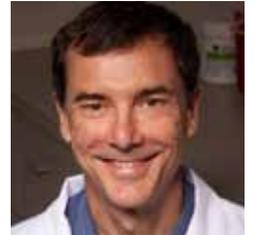


## Smartlipo®, a tool with excellent results and unparalleled support

### An Interview with Christopher Peers

Peers Cosmetic Laser Care – Goshen, Indiana

Cris Peers, MD



**DR. PEERS, HOW WERE YOU INTRODUCED TO CYNOSURE AND SMARTLIPO? GOSEHN, INDIANA DOES NOT SEEM LIKE IT IS A PLACE THAT SCREAMS COSMETIC SURGERY.**

Well, that is an understatement to say the least. Here we are in a region central to Amish country, literally; we are not surrounded by a demographic that is highly intensive with cosmetics. But honestly, it has been great! I tell people all the time that if I can have a successful practice here in Goshen, IN with Smartlipo, anyone can.

I began my career as an ENT and plastic surgeon. I did mostly ENT work and progressively we started to see an increasing demand in cosmetics. In 2008 I began attending workshops that featured aesthetic procedures and education on lasers. At one workshop I met the local Cynosure® representative and we really hit it off. At that time I decided that I wanted to buy a hair removal device to break into lasers, and I decided to go with a competitor instead of Cynosure, to use; but I have regretted that decision ever since. That purchase from your competitor was a huge mistake! As soon as I signed the check, it was as if the sales representative fell off the face of the Earth. I never heard from him again and the service on the laser was horrible.

Even though I decided not to go with Cynosure at first, my representative was always accessible and continued to answer any questions I had about lasers.

I continued to use my laser hair removal device, but as a plastic surgeon, the product just was not pleasing to me. It requires waiting and waiting for results. Surgeons are impatient they just are, it is who we are and we want results right away. So I decided to revisit Smartlipo™ and I am so glad I did.

**WHAT WAS THE IMPACT SMARTLIPO HAD ON YOUR PRACTICE WHEN YOU FIRST PURCHASED THE DEVICE AND WHAT ABOUT TODAY?**

The integration of Smartlipo was not intimidating or complex at all. More importantly, there were no other doctors in my area performing Smartlipo, so once I started to promote it, the phone did not stop ringing.

Today, typically we do one to two Smartlipo patients a day. My office has four surgery days a week, and they are always full. Seasonality can affect the volume of the procedures at an office; before summer there is always a huge demand for Smartlipo, but then it is nice to have a bit of a break during the summer. I find that my patients today are not only aware of the Smartlipo brand name but they are aware of the procedure.

“...once I started to promote [Smartlipo] the phone did not stop ringing.”

It is important to patients be under local anesthesia during the procedure. Additionally, they appreciate the reduced downtime that is experienced with Smartlipo procedures compared to liposuction alone.

#### WHAT HAS MADE YOUR OFFICE SO SUCCESSFUL IN A RECESSION?

For our office I believe there are a few things that are crucial to its success. First, as a surgeon, you need to have a calm demeanor and make sure you and your staff make patients feel safe and welcome. I want to make sure my patients trust they are in the right hands when having a procedure. Second, a really good laser representative is crucial. I can always call or even text my Cynosure representative, and he answers me right away, within five minutes

sometimes. Great representatives are huge assets; when you have had other reps just disappear on you, you learn the value that the right rep provides. Finally, a great tool is crucial; Smartlipo is a great laser that gives your patients excellent results.

I bought at a time right before the economy took a turn for the worse. I often tell people, "Had I known about the impending recession ahead of time, I would not have bought Smartlipo." Then I wait a bit and tell them, "But I am so glad I did because it is what got me through the recession by paying for itself in three months."

“**...Smartlipo is a great laser that gives your patients excellent results.**”



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