



*For Immediate Release*

## **Viora launches a unique Risk Free Program to help medical aesthetic providers introduce the Reaction™, an innovative multi-frequency RF device for cellulite reduction and skin tightening.**

Viora, a leading medical aesthetic manufacturer, announces the launch of a unique Risk Free Program for the Reaction™ - the new generation in Body Contouring and Skin Tightening! The program is available to medical aesthetic providers in the United States who are currently performing body contouring treatments but are looking for an upgrade in technology, or to those introducing it to their practice for the first time. Providers can get the Reaction™ for as little as \$10,000 for a period of three months, without any commitment to buy the system at the end of the program.

“The economic situation, combined with skepticism in the market regarding cellulite reduction solutions due to the failure of other devices to deliver results, forced us to conceive this innovative program” says Viora CEO Josef Luzon in a press release. “The logic behind the program is that a practice with the right amount of traffic, can recap its investment in the program with just five patients for a series of treatments over three months; a long enough period to work with the system and feel comfortable in making the decision to purchase” he adds.

“The Risk Free program gives us the opportunity to truly test the potential of the system both clinically and financially. We are a month into the program and have already signed up enough patients to cover the cost of the program, and are getting great clinical results from the system” says Angel Turlington, WHNP, owner of Southeast Women’s Center in Clayton, NC. “It seems we will be able to accumulate enough revenue to cover a large portion of the system’s cost at the end of the period”

### **About the Reaction™**

The Reaction™ (<http://www.vioramed.com>) is the first and only FDA cleared bipolar RF device with multi frequency and vacuum therapy for body contouring, offering the medical professional an unheard of level of control and the precision to target specific depths, a combination that delivers immediately visible results.

The availability of different frequencies optimizes the thermal effect at different tissue depths and improves treatment accuracy and offers flexibility by providing 144 treatments combinations for the practitioner.

In addition, due to its unique technology, Reaction™’s treatments are comfort for the patient. Reaction’s applicators unique design makes the treatment smooth and relaxing for the patient. Light and easy to operate, the Reaction’s non labor intensive applicators enable the practitioner to schedule treatments one after the other as well as ensure better treatment results.

In clinical tests, patients who underwent a skin tightening treatment course demonstrated an 81 percent improvement in wrinkles and skin laxity. A similar study evaluated the performance of CORE™ technology for cellulite reduction where patients showed a 55 percent improvement in the appearance of cellulite.

The Reaction™ has been selling globally for over a year and recently received FDA clearance and Health Canada certification, and is now available for sale in North America as well.



## About Viora

Viora ([www.vioramed.com](http://www.vioramed.com)) is a market-leading manufacturer of advanced radiofrequency, light-based systems and Diamond Tip microdermabrasion for the global aesthetic and medical markets. Viora offers a wide range of applications including body contouring, cellulite reduction, as well as phototherapy and anti-aging treatments. Viora's products are developed by veteran engineers and medical specialists in the industry.

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