

Contact:

Deborah Sittig
Green Room PR
deborah@greenroompr.com
973-263-8585 x22



FOR IMMEDIATE RELEASE

**VIAFILL™ FAT TRANSFER SYSTEM
NOW AVAILABLE IN THE UNITED STATES**

New Autologous Fat Transfer Technology Designed to Minimize Damage to Fat Cells and Maximize Cell Viability

NEW YORK, N.Y. – August 31, 2009 – Lipose Corporation announced today that its Viafill™ Fat Transfer System is now available for sale to healthcare professionals. Viafill is an autologous fat transfer system that allows doctors to harvest fat from one part of the body and process it for use as injectable filler in another part of the body.

Fat transfer has been around for decades¹. In many ways, fat is the ideal filler¹. It is autologous, completely biocompatible and naturally integrated into the host tissue^{1,2}. In addition, it appears natural with the same consistency as surrounding tissue, and unlike synthetic fillers, does not cause a Tyndall effect, which is a bluish tint at the injection site when fillers are superficially injected^{1,3}.

Fat tissue is fragile therefore the viability of harvested and purified fat cells is not high¹. Studies have shown manipulation, harvest technique, high speed centrifugation and air exposure all result in decreased cell viability^{1,4}. Because dead or damaged cells do not survive, a large portion of the fat graft is resorbed, reducing the clinical efficacy and often resulting in the need for further fat transfer¹. To compensate for this resorption, many physicians overfill when performing fat transfer⁵.

"The key to fat transfer success is maximizing the number of viable cells transplanted," said Robert Freund, MD, PC, FACS, plastic surgeon, author and founder of the Viafill System. "Based on several scientific studies about fat harvesting and processing, the Viafill System was designed to minimize damage to fat cells compared with traditional fat harvesting techniques by limiting manipulation, exposure to air and trauma," he added.

Dr. Freund has studied fat transfer and believes this new system overcomes many of the past challenges.

“We believe we have developed a system that addresses most of the challenges of autologous fat transfer,” said Freund. “The Viafill System was designed to maximize the number of live fat cells transplanted, increasing the potential for less fat resorption and longer lasting results.”

The Viafill System can be used wherever physicians would use autologous fat transfer. These areas often include chin, nose, neck, jaw line, nasolabial folds, marionette lines, brow, upper eyelids, temples, lips, and hands and other contour irregularities.

The Viafill System is patent protected and FDA cleared. It features a proprietary harvest syringe and centrifuge tube designed to reduce cell damage and allow oil and debris to be separated from fat with minimal trauma or exposure to air. The system’s centrifuge spins at an optimal low speed (50 g), which studies show minimizes cell death. The Viafill System is completely disposable, fast (less than 15 minutes, not including injection) and easy to use.

For more information on the Viafill System, visit www.Viafill.com.

About Lipose™ Corporation

Founded in 2003, Lipose Corp. is focused on developing new tools and patented processes for use by physicians for cosmetic and reconstructive purposes. The company’s creation of the Viafill Fat Transfer System, a novel method of harvesting and processing autologous fat designed to maximize the transfer of live cells, will potentially raise the standard for autologous fat transfer compared with current techniques.

The Viafill Fat Transfer System was cleared by the FDA in December 2008. Lipose Corp. was issued U.S. patents for the Viafill System and has patents pending internationally.

#

References

¹ Puckett CL, Beckert BW. Discussion: In search of improved fat transfer viability: a quantitative analysis of the role of centrifugation and harvest site. *Plast Reconstr Surg.* 2004;113:396-397.

² Boschert MT, Beckert BW, Puckett CL, Concannon MJ. Analysis of lipocyte viability after liposuction. *Plast Reconstr Surg.* 2002;122:761-765.

³ Dermal Fillers. <http://emedicine.medscape.com/article/1125066-overview>.

⁴ Smith P, Adams WP, Lipschitz AH, et al. Autologous human fat grafting: effect of harvesting and preparation techniques on adipocyte graft survival. *Plast Reconstr Surg.* 2006;117:1836-1844.

⁵ American Society of Aesthetic Plastic Surgery-2005 Autologous Fat Transfer National Consensus Survey