

# Fat-Freezing CoolSculpting® Now at Virginia Beach Plastic Surgery Clinic

*Dr. Thomas Hubbard offers the popular CoolSculpting procedure at his Virginia Beach practice, giving patients an effective, non-surgical body contouring option.*

VIRGINIA BEACH, VA, USA, January 18, 2015 /EINPresswire.com/ -- Dr. Thomas Hubbard ([www.hubbardplasticsurgery.com](http://www.hubbardplasticsurgery.com)) now offers CoolSculpting treatments at his Virginia Beach plastic surgery practice. The procedure's popularity has been growing nationwide in recent years because patients can reduce stubborn fat pockets without incisions or anesthesia.

"[CoolSculpting](#) is a proven treatment that helps people reduce 'trouble spots' that persist despite healthy diet and exercise habits," Dr. Hubbard says. "The procedure is cleared by the FDA and is quickly becoming one of the most popular non-surgical treatments at my practice."

CoolSculpting treatments target familiar stubborn spots for many people, such as the abdomen, flanks (love handles), hips (muffin tops), and thighs. Even very fit people with good muscle tone struggle to trim fat from those areas, Dr. Hubbard says.

"CoolSculpting was developed by Harvard researchers and is based on sound scientific principles," Dr. Hubbard says. "It's really an effective non-surgical solution. People are amazed at the results."

The treatment uses a controlled cooling technique called Cryolipolysis®, which targets unwanted fat cells. Fat cells are more vulnerable to low temperatures than other kinds of tissue, so they are damaged and eventually die off after being frozen, leaving the skin and other tissue unharmed. The body filters out the dead cells through its natural lymphatic processes. Results appear gradually over the course of 2 to 4 months, and most people see fat reduction of 20% to 25% in the treated area.

"A lot of people come in interested in [liposuction](#) at my Virginia Beach practice, and then they learn about this alternative," Dr. Hubbard says. "Liposuction is a surgical option that produces great results quickly, and it's better for those who want more extensive fat removal. But CoolSculpting costs less, requires less downtime, and is an excellent option for certain patients."

Patients say the CoolSculpting procedure is relatively comfortable, and it doesn't require any

downtime following the treatment. A cooling gel pad placed over the targeted area helps regulate the temperature during the procedure. Then a practitioner places a specially designed applicator with cooling plates on the gel pad, and the device begins freezing the fat cells. Patients report an initial short-lived, intense freezing sensation before the area becomes numb, like using an icepack.

By lowering the temperature of the tissue for an extended period — a typical treatment takes 1 hour for a "pinchable" fat bulge and between 2 to 3 hours for "non-pinchable" areas such as the thighs — fat cells are sufficiently frozen. Patients can browse the Internet on a laptop or phone, read a book, or simply relax.

"I think most patients are surprised how simple and straightforward the treatment is," Dr. Hubbard says. "It's been a wonderful addition to my practice, and I'm please to offer another safe, effective treatment for my patients."

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Dr. Thomas Hubbard ([www.hubbardplasticsurgery.com](http://www.hubbardplasticsurgery.com)) is a board-certified plastic surgeon who serves as the medical director of Hubbard Plastic Surgery. He is board certified in plastic surgery and otolaryngology, and he specializes in cosmetic breast surgery and rhinoplasty. After earning his undergraduate degree from the University of Notre Dame, Dr. Hubbard graduated with honors from Washington University School of Medicine and was elected to the Alpha Omega Alpha medical honor society. Has extensive international training and has been practicing in the Virginia Beach area for more than 20 years. As a plastic surgeon who has operated in developing countries throughout the world, Dr. Hubbard actively participates in philanthropic efforts to improve the hospital conditions in Third World countries.

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