

Austin Body Contouring Specialist Adds CoolSculpting® to Practice

Dr. Rocco Piazza, a board-certified plastic surgeon in Austin specializing in body contouring, now offers the non-invasive CoolSculpting treatment.

AUSTIN, TX, USA, March 28, 2015 /EINPresswire.com/ -- Dr. Rocco Piazza (www.thepiazzacenter.com) is now offering CoolSculpting, a popular non-surgical fat reduction treatment, at The Piazza Center in Austin, where he specializes in body contouring procedures.

Dr. Piazza says the FDA-cleared treatment is safe and provides "impressive results."

"It is really a game-changer to have a non-surgical treatment that is so effective at eliminating fat," he says. "There's no anesthesia, no downtime — it's really convenient for anyone who has stubborn fat pockets that won't respond to diet and exercise."

Many patients at Dr. Piazza's Austin practice who are considering liposuction may actually good candidates for CoolSculpting instead, he says.

"The procedure targets many of the same areas often treated with liposuction," he says, including the abdomen, flanks, hips, thighs, and back. "For women and men who can't take the time to recover from a surgical procedure such as liposuction, CoolSculpting offers an excellent alternative."

The CoolSculpting system uses a patented technology called Cryolipolysis® to target and destroy fat cells. The process uses plates pressed against the skin to chill the fat cells within the body with controlled, sustained low temperatures that don't damage the skin or surrounding tissue. It was developed by a pair of Harvard researchers based on the observation that children sucking on popsicles developed dimples in their cheeks, caused by the cold damaging the fat cells.

At Dr. Piazza's practice, he and his team use different applicators to target various areas of the body. Bulges of "pinchable fat," such as on the abdomen and flanks, are drawn up into a specially designed handpiece that uses vacuum suction. For "non-pinchable" fatty tissue, such as on the outer thighs, they use a different applicator with flat cooling paddles that are strapped against the skin.

"CoolSculpting's flexibility allows us to treat those trouble spots that many of our patients

complain about," Dr. Piazza says, "including belly fat, love handles, muffin tops, and saddle bags."

CoolSculpting isn't just popular in Austin. In fact, [statistics](#) from the American Society for Aesthetic Plastic Surgery released this month show that non-surgical fat reduction is becoming increasingly popular nationwide.

The organization says non-surgical fat reduction "was a standout in 2014 with a 42% increase in the number of procedures performed in 2014."

Dr. Piazza is such a fan of CoolSculpting that he's planning [an event](#) to educate patients about it on April 23 at the Terrace Club in Dripping Springs. He has also undergone treatments himself.

"I could sit at my desk and get some work done while taking care of some excess fat," he says. "That's as good as it gets."

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Rocco C. Piazza, M.D., FACS, of The Piazza Center (www.thepiazzacenter.com) offers the most advanced procedures available to meet a wide range of cosmetic needs. After graduating summa cum laude from Baylor University, he attended University of Texas Medical Branch in Galveston. Dr. Piazza completed his plastic surgery training at the Grand Rapids Medical Education and Research Center in Michigan under 20 board-certified plastic surgeons, including the world-renowned breast surgeon Dr. Dennis C. Hammond. This diverse training experience gave him wide exposure to many different surgical techniques in facial aesthetics, trauma reconstruction, breast and body contouring, and the latest advances in non-surgical facial rejuvenation. Dr. Piazza is a Fellow of the American College of Surgeons and a member of the Spokespersons Network of the American Society of Plastic Surgeons®, representing the prestigious group by providing the media with information on a broad range of plastic surgery topics. Dr. Piazza and his staff are committed to healthy eating, he is an advocate for exercise, and he has created a comfortable practice environment focused on anti-aging skin care, non-surgical facial rejuvenation with injectables (JUVÉDERM®, Restylane®, and Sculptra® Aesthetic) for volume restoration, and reconstructive and aesthetic surgery.

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