

# CoolSculpting Marketing Services

## Michael Fiorillo, MD Q3 + Q4 2022

### Total Marketing Expenses

### (07/1/2022 - 12/31/2022)

**Total Google Ads: \$ 9,290.02**  
**Total Marketing Service Fee: \$18,375.00**  
**Total CoolSculpting Marketing Cost: \$27,665.02**

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Campaigns Jul 1 - Oct 4, 2022 Show last 30 days

Recommendations Campaign status: All Campaign name contains cool Add filter

Campaign	Budget	Status	Clicks	CTR	Cost
search   coolsculpting	\$152.59/day	Paused All ads limited by policy	876	3.56%	\$9,290.02
Total: Filtered campaigns			876	3.56%	\$9,290.02
Total: Account	\$427.62/day		5,577	5.18%	\$74,009.08

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more  
 Some inventory may be provided through third party intermediaries.  
 You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
 © Google, 2022.

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Paused Type: Search Budget: \$152.59/day More details

Recommendations Ads Jul 1 - Oct 4, 2022 Show last 30 days

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Michael A Fiorillo MD   Fat Reduction in Pearl River   Non-Surgical Fat Reduction +6 more drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared... View assets details	x. Expanded Reach Test	Not eligible Policy (Moderately Restricted +3 more), Campaign paused	445	3.08%	\$3,671.01
CoolSculpting® Fat Reduction   CoolSculpting in Pearl River   Biggest CoolSculpting® Promo +4 more drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. Expert, Safe Fat Loss With Quick Results... View assets details	0. coolsculpting - general	Not eligible Policy (Moderately Restricted +3 more), Campaign paused	188	4.30%	\$3,447.19
CoolSculpting® Fat Reduction   CoolSculpting in Pearl River   Biggest CoolSculpting® Promo +4 more drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. Expert, Safe Fat Loss With Quick Results... View assets details	2. body sculpting	Not eligible Policy (Moderately Restricted +3 more), Campaign paused	86	3.80%	\$1,034.25
CoolSculpting® Fat Reduction   CoolSculpting in Pearl River   Biggest CoolSculpting® Promo +4 more drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. Expert, Safe Fat Loss With Quick Results... View assets details	1. coolsculpting - price	Not eligible Policy (Moderately Restricted +3 more), Campaign paused	45	6.37%	\$421.03
Michael A Fiorillo MD   Fat Reduction in Pearl River   Non-Surgical Fat Reduction +5 more drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared... View assets details	3. lipo	Not eligible Policy (Moderately Restricted +3 more), Campaign paused	27	5.11%	\$223.73
Non-Surgical Fat Reduction   Freeze Away Body Fat   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Campaign paused	9	6.08%	\$54.44

© CoolSculpting® in Pearl River | Save 25% Off 8+ Treatments | Our

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Paused Type: Search Budget: \$152.59/day More details

Recommendations Ads Jul 1 - Oct 4, 2022 Show last 30 days

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
CoolSculpting® in Pearl River   Save 25% Off 8+ Treatments   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	2	9.09%	\$37.28
CoolSculpting® in Pearl River   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Campaign paused	3	12.00%	\$33.97
CoolSculpting® in Pearl River   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Policy (Restricted drug terms), Campaign paused	1	4.35%	\$25.74
Non-Surgical Fat Reduction   Freeze Away Body Fat   Get Rid of Unwanted Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Campaign paused	8	4.30%	\$24.63
Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Campaign paused	4	6.25%	\$24.44
CoolSculpting® in Pearl River   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Campaign paused	2	50.00%	\$21.31
Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet.	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	4	9.52%	\$20.71

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Search Reports Tools and settings Refresh Help Notifications 259-215-0574 Chris Zelig christopherzelig@gmail.com

Overview Paused Type: Search Budget: \$152.59/day More details

Recommendations Ads Jul 1 - Oct 4, 2022 Show last 30 days

Insights Ad status: All Add filter

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	4	9.52%	\$20.71
CoolSculpting® Fat Reduction   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	2	6.45%	\$20.57
Non-Surgical Fat Reduction   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	4	2.90%	\$19.47
Non-Surgical Fat Reduction   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Campaign paused	4	2.20%	\$19.24
Fat Reduction in Pearl River   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Campaign paused	3	7.32%	\$18.32
Fat Reduction in Pearl River   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	3	3.85%	\$17.58
CoolSculpting® in Pearl River   Save 25% Off 8+ Treatments   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet.	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	1	3.70%	\$16.52

Google Ads		Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725	All campaigns > search   coolsculpting	Search	Reports	Tools and settings	Refresh	Help	Notifications	259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Paused	Type: Search	Budget: \$152.59/day	<a href="#">More details</a>							
Recommendations	+ Add status: All Add filter		Search Segment Columns Reports Download Expand More								
Insights	Total: Ads in your current workspace 876 3.56% \$9,290.02										
Ad groups											
Ads & assets											
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Pearl River   Save 25% Off 8+ Treatments   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	1	3.70%	\$16.52			
Assets											
Landing pages											
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	Michael A Fiorillo MD   Freeze Away Body Fat   Get Rid of Unwanted Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Campaign paused	2	6.90%	\$16.23			
Audiences											
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Pearl River   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Campaign paused	2	6.67%	\$11.27			
Change history											
Show less											
Dynamic ad targets	<input type="checkbox"/>	<input checked="" type="radio"/>	Best CoolSculpting Deal Ever   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Restricted drug terms), Campaign paused	2	9.09%	\$10.68			
Locations											
Ad schedule	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Freeze Away Body Fat   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Campaign paused	3	1.62%	\$9.81			
Devices											
Advanced bid adj.											
Drafts	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	3	5.66%	\$9.52			
Get the Google Ads mobile app											

Google Ads		Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725	All campaigns > search   coolsculpting	Search	Reports	Tools and settings	Refresh	Help	Notifications	259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Paused	Type: Search	Budget: \$152.59/day	<a href="#">More details</a>							
Recommendations	+ Add status: All Add filter		Search Segment Columns Reports Download Expand More								
Insights	Total: Ads in your current workspace 876 3.56% \$9,290.02										
Ad groups											
Ads & assets											
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Campaign paused	2	11.11%	\$8.15			
Assets											
Landing pages											
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Pearl River   Freeze Away Body Fat   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Campaign paused	1	2.27%	\$7.22			
Audiences											
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Pearl River   Freeze Away Body Fat   Get Rid of Unwanted Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	3	5.66%	\$6.78			
Change history											
Show less											
Dynamic ad targets	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	1	5.26%	\$6.27			
Locations											
Ad schedule	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Pearl River   Freeze Away Body Fat   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Campaign paused	1	20.00%	\$5.97			
Devices											
Advanced bid adj.											
Drafts	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Pearl River   Eliminate Fat & Feel Great   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	2	16.67%	\$5.92			
Get the Google Ads mobile app											

Google Ads		Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725	All campaigns > search   coolsculpting	Search	Reports	Tools and settings	Refresh	Help	Notifications	259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Paused	Type: Search	Budget: \$152.59/day	<a href="#">More details</a>							
Recommendations	+ Add status: All Add filter		Search Segment Columns Reports Download Expand More								
Insights	Total: Ads in your current workspace 876 3.56% \$9,290.02										
Ad groups											
Ads & assets											
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Pearl River   Freeze Away Body Fat   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Campaign paused	2	3.28%	\$5.89			
Assets											
Landing pages											
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	1	3.33%	\$4.86			
Audiences											
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Policy (Restricted drug terms), Campaign paused	1	7.69%	\$4.59			
Change history											
Show less											
Dynamic ad targets	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	2. body sculpting	Removed Policy (Restricted drug terms), Campaign paused	1	4.55%	\$4.08			
Locations											
Ad schedule	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Get Rid of Unwanted Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Campaign paused	1	4.00%	\$3.86			
Devices											
Advanced bid adj.											
Drafts	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Freezing Fat Really Works   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	1	10.00%	\$3.36			
Get the Google Ads mobile app											
<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Pearl River   Save 25% Off 8+ Treatments   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed Policy (Restricted drug terms), Campaign paused	1	12.50%	\$3.00				

Google Ads		Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725	All campaigns > search   coolsculpting	Search	Reports	Tools and settings	Refresh	Help	Notifications	259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Paused	Type: Search	Budget: \$152.59/day	<a href="#">More details</a>							
Recommendations	+ Add status: All Add filter		Search Segment Columns Reports Download Expand More								
Insights	Total: Ads in your current workspace 876 3.56% \$9,290.02										
Ad groups											
Ads & assets											
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Pearl River   Save 25% Off 8+ Treatments   Our Biggest Discount Ever drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed Policy (Restricted drug terms), Campaign paused	1	12.50%	\$3.00			
Assets											
Landing pages											
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Eliminate Fat & Feel Great   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3. lipo	Removed Policy (Restricted drug terms), Campaign paused	1	25.00%	\$2.98			
Audiences											
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pearl River, NY. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	2. body sculpting	Removed Campaign paused	1	11.11%	\$2.87			
Change history											
Show less											
Dynamic ad targets	<input type="checkbox"/>	<input checked="" type="radio"/>	Best CoolSculpting Deal Ever   Freeze Away Body Fat   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Campaign paused	1	3.03%	\$2.35			
Locations											
Ad schedule	<input type="checkbox"/>	<input checked="" type="radio"/>	Non-Surgical Fat Reduction   Freezing Fat Really Works   Get 25% Off 8+ Treatments drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Campaign paused	1	20.00%	\$1.73			
Devices											
Advanced bid adj.											
Drafts	<input type="checkbox"/>	<input checked="" type="radio"/>	Fat Reduction in Pearl River   Freezing Fat Really Works   Freeze Away Body Fat drfiorillo.com/coolsculpting/pearl_river Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest CoolSculpting Discount Ever. Save 25% Off 8+ Treatments	x. Expanded Reach Test	Removed Policy (Restricted drug terms), Campaign paused	1	11.11%	\$1.20			
Get the Google Ads mobile app											
<input type="checkbox"/>	<input checked="" type="radio"/>	Michael A Fiorillo MD   Fat Reduction in Pearl River   Non-Surgical Fat Reduction +6 more www.drfiorillo.com CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime.	x. Expanded Reach Test	Removed Disapproved (Speculative and Experimental)	0	-	\$0.00				

Google Ads		Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725	All campaigns > search   coolsculpting	Search	Reports	Tools and settings	Refresh	Help	Notifications	259-215-0574 Chris Zelig christopherzelig@gmail.com	
Overview	Paused	Type: Search	Budget: \$152.59/day	<a href="#">More details</a>							
Recommendations	+ Add status: All Add filter		Search Segment Columns Reports Download Expand More								
Insights	Total: Ads in your current workspace 876 3.56% \$9,290.02										
Ad groups											
Ads & assets											
Ads	<input type="checkbox"/>	<input checked="" type="radio"/>	Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today		Campaign paused		876	3.56%	\$9,290.02		
Assets											
Landing pages											
Keywords	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Mar Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In (=COUNTDOWN(2021/03/31 00:00:00"/en... www.drfiorillo.com	1. coolsculpting - price	Removed Policy (Restricted medical content +2 more), Campaign paused	0	-	\$0.00			
Audiences											
Settings	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Mar Only \$1,000 Off 8+ Cycles   Hurry Offer Ends In (=COUNTDOWN(2021/03/31 00:00:00"/en... www.drfiorillo.com	1. coolsculpting - price	Removed Policy (Restricted medical content +2 more), Campaign paused	0	-	\$0.00			
Change history											
Show less											
Dynamic ad targets	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® in Pearl River   Limited Time Offer   Mar 2021   CoolSculpting Special 25% Off www.drfiorillo.com	1. coolsculpting - price	Removed Policy (Restricted medical content +2 more), Campaign paused	0	-	\$0.00			
Locations											
Ad schedule	<input type="checkbox"/>	<input checked="" type="radio"/>	CoolSculpting® Fat Reduction   Mar Only \$1,000 Off 8+ Cycles   Our Biggest Discount Ever www.drfiorillo.com	1. coolsculpting - price	Removed Policy (Restricted medical content +2 more), Campaign paused	0	-	\$0.00			
Devices											
Advanced bid adj.											
Drafts											
Total: Ads in your current workspace							876	3.56%	\$9,290.02		
Total: Campaign							876	3.56%	\$9,290.02		
Show rows: 500 1 - 500 of 926											
Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. <a href="#">Learn more</a> Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.											
© Google, 2022.											

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Overview | Paused | Type: Search | Budget: \$152.59/day | More details

Responsive search ad Leave feedback

Custom Jul 1 - Oct 4, 2022 | Show last 30 days

Assets | Combinations

Try including more keywords in your headlines

Ad strength Average

- ✓ Add more headlines
- ✓ Include popular keywords in your headlines
- ✓ Make your headlines more unique
- ✓ Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset status: All enabled | Add filter

Download | Expand

Ad may be limited by policy: **Moderately Restricted, Restricted drug terms, Strongly Restricted, Restricted medical content**

Asset	Status	Asset type	Position pinning	Performance	Impr.
Eliminate Fat & Feel Great	Approved (limited)	Headline	None	Good	2,835
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	346
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Good	5,588
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	594
Get Rid of Unwanted Fat	Approved (limited)	Headline	None	Good	2,136
Michael A Fiorillo MD	Approved (limited)	Headline	None	Good	8,211
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	6,078
Fat Reduction in Pearl River	Approved (limited)	Headline	None	Good	2,513
25% Off 8+ Treatments	Approved (limited)	Headline	None	Learning	623

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Overview | Paused | Type: Search | Budget: \$152.59/day | More details

Responsive search ad Leave feedback

Custom Jul 1 - Oct 4, 2022 | Show last 30 days

Assets | Combinations

Try including more keywords in your headlines

Ad strength Average

- ✓ Add more headlines
- ✓ Include popular keywords in your headlines
- ✓ Make your headlines more unique
- ✓ Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset status: All enabled | Add filter

Download | Expand

Ad may be limited by policy: **Moderately Restricted, Restricted drug terms, Strongly Restricted, Restricted medical content**

Asset	Status	Asset type	Position pinning	Performance	Impr.
Freeze Away Body Fat	Approved (limited)	Headline	None	Good	6,078
Fat Reduction in Pearl River	Approved (limited)	Headline	None	Good	2,513
25% Off 8+ Treatments	Approved (limited)	Headline	None	Learning	623
CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	Approved (limited)	Description	None	Good	13,952
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	240
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	270
Our Biggest CoolSculpting Discount Ever. Get Up to 25% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Pending	0

Show rows: 500 | 1 - 13 of 13

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
© Google, 2022.

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Overview | Paused | Type: Search | Budget: \$152.59/day | More details

Assets

Table view: Associations

✓ All | Business name | Business logo | Sitelink | Callout | Structured snippet | Call | Lead form | Price | App | Promotion

Asset status: All | Asset type: All | Add filter

Segment | Columns | Reports | Download | Expand | More

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search   coolsculpting	Campaign	Eligible	Advertiser	124	3,082	4.02%	\$10.96	\$1,359.47
Service catalog: Voted Top Doc in NY & NJ, Breast & Body Specialist, Breast...	Account	Account	Eligible (Limited) Policy (Moderately Restricted)	Advertiser	0	0	-	-	\$0.00
Sitelink									
About Us Learn More About Our Team, Location and Available Beauty Treatments	Account	Account	Removed Policy (Restricted medical content +2 more)	Advertiser	0	0	-	-	\$0.00
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation	Account	Account	Removed Policy (Restricted medical content +2 more)	Advertiser	0	0	-	-	\$0.00
Before & After Photos See Real Patient Results & Before and After Photos	Account	Account	Removed Policy (Moderately Restricted)	Advertiser	0	0	-	-	\$0.00
Current Specials Don't Miss Our Specials & Exclusive Offers. Learn More Now	Account	Account	Removed Policy (Restricted medical content +2 more)	Advertiser	0	0	-	-	\$0.00

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Overview | Paused | Type: Search | Budget: \$152.59/day | More details

Assets

Asset status: All | Asset type: All | Add filter

Segment | Columns | Reports | Download | Expand | More

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
FDA Cleared	search   coolsculpting	Campaign	Eligible	Advertiser	523	12,785	4.09%	\$9.83	\$5,143.56
Freeze Your Fat	search   coolsculpting	Campaign	Eligible	Advertiser	463	10,925	4.24%	\$11.03	\$5,105.52
Liposuction Alternative	search   coolsculpting	Campaign	Eligible	Advertiser	445	9,971	4.46%	\$10.55	\$4,696.85
Highlights: No Surgery	search   coolsculpting	Campaign	Eligible	Advertiser	429	10,025	4.28%	\$10.25	\$4,397.14
Nonsurgical Fat Reduction	search   coolsculpting	Campaign	Eligible	Advertiser	414	9,869	4.19%	\$10.13	\$4,195.20
25% Off 8+ Treatments	search   coolsculpting	Campaign	Removed	Advertiser	17	364	4.67%	\$5.89	\$100.15
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	3	78	3.85%	\$6.82	\$20.46
Over 20 Years Experience	Account	Account	Eligible	Advertiser	3	58	5.17%	\$6.53	\$19.59
Voted Top Beauty Doctor	Account	Account	Eligible	Advertiser	1	69	1.45%	\$9.80	\$9.80
Top NY and NJ Surgeon	Account	Account	Eligible	Advertiser	1	68	1.47%	\$9.80	\$9.80

Google Ads | Chris Zelig > Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns > search | coolsculpting

Overview | Paused | Type: Search | Budget: \$152.59/day | More details

Assets

Asset status: All | Asset type: All | Add filter

Segment | Columns | Reports | Download | Expand | More

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Promotion									
Double Board Certified	Account	Account	Eligible	Advertiser	2	66	3.03%	\$4.89	\$9.79
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	1	82	1.22%	\$9.10	\$9.10
Call									
(845) 660-8580	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00
(845) 789-5354	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Total: Sitelinks									
					0	0	-	-	\$0.00
Total: Callouts					671	16,567	4.05%	\$10.65	\$7,144.86
Total: Structured snippets					124	3,082	4.02%	\$10.96	\$1,359.47
Total: Calls					0	0	-	-	\$0.00
Total: Promotions					0	0	-	-	\$0.00

Google Ads | Chris Zelig | Dr Fiorillo, Michael - #1 980-719-4725 | All campaigns | search | coolsculpting

Overview | Paused | Type: Search | Budget: \$152.59/day | More details

Recommendations | Asset status: All | Asset type: All | Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
content +3 more									
Winter Sale - \$1,000 off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +3 more))	Advertiser	0	0	-	-	\$0.00
Spring Sale - 25% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +3 more))	Advertiser	0	0	-	-	\$0.00
Summer Sale - Up to 25% off 8+ Treatments	search   coolsculpting	Campaign	Eligible (Limited Policy (Restricted medical content +3 more))	Advertiser	0	0	-	-	\$0.00
Call									
(845) 660-8580	Account	Account	Removed	Advertiser	0	0	-	-	\$0.00
(845) 789-5354	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Total: Sitelinks					0	0	-	-	\$0.00
Total: Callouts					671	16,567	4.05%	\$10.65	\$7,144.86
Total: Structured snippets					124	3,082	4.02%	\$10.96	\$1,359.47
Total: Calls					0	0	-	-	\$0.00
Total: Promotions					0	0	-	-	\$0.00

Reporting is not real-time. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© Google, 2022.

Google Search Console | Inspect any URL in "https://www.drflorillo.com/"

Performance | Search type: Web | Date: Last 6 months | Query: +cool | EXPORT

Total clicks: 169 | Total impressions: 155K | Average CTR: 0.1% | Average position: 26.6

Chart totals and table results might be partial when filters are applied. Learn more

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Google Search Console | Inspect any URL in "https://www.drflorillo.com/"

Performance | Search type: Web | Date: Last 6 months | Query: +cool | EXPORT

Top queries

Query	Clicks	Impressions
coolsculpting before and after	67	50,775
coolsculpting mommy makeover	31	168
coolsculpting before and after stomach	16	4,311
cool sculpting before and after stomach	6	2,032
coolsculpting stomach before and after	6	1,366
cool sculpting results	4	4,420
cool sculpting before and after	3	3,629
cool sculpting before and after pics	3	1,127
coolsculpting waist before and after	3	413
before and after coolsculpting	2	1,734

Rows per page: 10 | 1-10 of 1000



## CoolSculpting Neck Fat | Freeze Away Submental Fullness

Posted July 14, 2022 in [Body Procedures](#), [CoolSculpting](#), [Dr. Fiorillo](#)



### COOLSCULPTING NECK FAT | FREEZE AWAY SUBMENTAL FULLNESS

CoolSculpting neck fat is the best way to get rid of double chin and turkey neck embarrassment. Learn more about this popular non-surgical alternative to liposuction and discover how it removes fat cells from the body.

#### WHAT IS COOLSCULPTING?

CoolSculpting treatments are an excellent way to reduce a stubborn buildup of fat without surgery or incisions. The non-invasive fat procedure uses an applicator equipped with a controlled cooling (Cryolipolysis) that "freezes" fat cells to death. Once the fat cells are frozen, they crystallize, die, and cycle out of the body via the lymphatic system as waste. Once the dead fat cells exit the body, they cannot grow back or return. As a result, CoolSculpting treatments lead to long-term, sustainable fat reduction.

[Learn more about CoolSculpting>>](#)

#### COOLSCULPTING TREATMENT AREAS

When CoolSculpting first hit the market, it had FDA clearance to treat stubborn areas of the body like the abdomen and flanks (belly fat and love handles.) Thanks to its success and popularity, the makers of CoolSculpting continued to develop the equipment and technology. Today, CoolSculpting has a new line of applicators known as the CoolAdvantage Collection. One of the latest additions to the applicator line is the CoolMini. It was designed to target submental fullness, commonly known as neck fat, jowls, or a turkey neck.

#### WHAT CAUSES SUBMENTAL FULLNESS?

Submental fullness plagues millions of people. The CoolSculpting neck fat treatment is an appealing option for one out of every two people who admit to being bothered by submental fullness. This area of the body is considered one of the most problematic areas for gathering fat cells that resist diet and exercise.

#### COOLSCULPTING NECK FAT RESULTS

Before CoolSculpting, most people used liposuction to reduce fat cells. With the CoolMini device, CoolSculpting neck treatments reduce fat buildup in this area without injections, stitches, incisions, or surgery.

This treatment is clinically proven as safe and effective. According to scientific studies:

- CoolSculpting neck treatments result in an average of 20% fat reduction after a single treatment
- 83% of patients were satisfied with their results after CoolSculpting
- 7 out of 10 patients found the procedure comfortable
- 8 out of 10 patients recommend CoolSculpting neck fat treatments to a friend

[Learn about CoolSculpting applicators>>](#)

#### IS COOLSCULPTING RIGHT FOR ME?

CoolSculpting is not a viable treatment for every patient. To receive safe, accurate results, you must be the right candidate. Schedule a consultation to discuss your aesthetic goals and concerns to determine if CoolSculpting treatments are suitable for your body and needs. If CoolSculpting is right for you, Dr. Fiorillo designs a plan that achieves fat reduction at an affordable price.

#### COOLSCULPTING NECK FAT IN PEARL RIVER

CoolSculpting neck fat is a popular treatment. Contact Dr. Fiorillo in Pearl River, New York, to schedule a consultation and learn more about this popular treatment option capable of reducing fat without invasive means. Call Dr. Fiorillo at (845) 623-6141 or schedule a consultation online by filling out the form below.

#### SCHEDULE A FREE CONSULTATION





SUBMIT

I was looking for...

SEARCH

#### RECENT POSTS

- [How CoolSculpting Targets and Treats Back Fat Without Surgery](#)
- [Body Contouring Options: Everything You Need to Know](#)
- [What is Breast Reconstruction Surgery?](#)
- [Botox For Men In Pearl River, New York](#)
- [How Much Does a Tummy Tuck Cost?](#)

#### CATEGORIES

- [Anti-Aging](#)
- [Arm Lift \(Brachioplasty\)](#)
- [Body Lift](#)
- [Body Procedures](#)
- [BOTOX® Cosmetic](#)
- [Brazilian Butt Lift](#)
- [Breast Augmentation](#)
- [Breast Augmentation With Fat Transfer](#)
- [Breast Enhancement Surgery](#)
- [Breast Implants](#)
- [Breast Lift](#)
- [Breast Reconstruction](#)
- [Breast Reduction](#)
- [Breast Revision](#)
- [BroadBand Light \(BBL\)](#)
- [Celebrity Plastic Surgery](#)
- [Chemical Peels](#)
- [CoolSculpting](#)
- [CoolSculpting®](#)
- [Coronavirus](#)
- [Dr. Fiorillo](#)
- [Dysport®](#)
- [EMASCLPT™](#)
- [Events & Specials](#)
- [Eyelid Surgery \(Blepharoplasty\)](#)
- [Facelift](#)
- [Fat Transfer](#)
- [General Plastic Surgery](#)
- [Gummy Bear Implants](#)
- [Gyneecomastia](#)
- [Health & Fitness](#)
- [Hydrolyze® by Hydroxatone®](#)
- [Injectables & Fillers](#)
- [Laser Treatments](#)
- [Lip Augmentation](#)
- [Liposuction](#)
- [MedSpa](#)
- [Men & Plastic Surgery](#)
- [Mummy Makeover](#)
- [Neck Lift](#)
- [News](#)
- [Non Invasive Treatments](#)
- [Plastic Surgery News](#)
- [Plastic Surgery Tips](#)
- [Print Media](#)
- [Recovery](#)
- [Restylane](#)
- [Revanesse® Versa™](#)
- [Rhinoplasty](#)
- [Skin Care](#)
- [Skin Procedures](#)
- [THERMIVA®](#)
- [Tummy Tuck \(Abdominoplasty\)](#)
- [Uncategorized](#)
- [Vaginal Rejuvenation](#)

#### SCHEDULE A FREE COOLSCULPTING CONSULTATION





SUBMIT

PREVIOUS POST

NEXT POST

BLOG

## Cryolipolysis | Everything you Need to Know About Fat Freezing

Posted July 26, 2022 in [Body Procedures, CoolSculpting](#), Dr. Fiorillo



### CRYOLIPOLYSIS | EVERYTHING YOU NEED TO KNOW ABOUT FAT FREEZING

Cryolipolysis is the process behind the popular, non-invasive fat reduction treatment, [CoolSculpting](#). The technology reduces fat cells by exposing them to a calibrated cooling or extreme temperature. Better known as fat freezing, Cryolipolysis is proven to reduce diet and exercise-resistant fat. It is also the only safe and effective way to reduce fat cells, providing natural and long-term results. Common treatment areas include the stomach, long handles, and back. Read on to learn more about Cryolipolysis and how it makes CoolSculpting possible.

#### THE DISCOVERY OF CRYOLIPOLYSIS

Cryolipolysis was discovered by two scientists who noticed a cheek fat reduction in children who frequently ate popsicles. By following this phenomenon, they were able to develop Cryolipolysis and CoolSculpting. Dr. Marstein, one of the Harvard scientists, explains the concept of CoolSculpting by stating, "Fat freezes at a higher temperature than water. Think of butter and water in the refrigerator -- one is solid, the other remains liquid."

They found that by exposing subcutaneous fat cells to "freezing" temperatures, they could reduce them without damaging surrounding skin tissue. This is possible because skin cells are made mostly of water and have a much lower freezing point than underlying fat cells.

[Related Article: What is CoolSculpting?>>](#)

#### HOW CRYOLIPOLYSIS WORKS

CoolSculpting reduces stubborn fat using Cryolipolysis. An applicator isolates fat deposits during cooling cycles in common trouble zones like the belly, thighs, or love handles. The equipment exposes the fat cells to precise cooling. This temperature is cold enough to freeze stubborn fat but not cold enough to harm or damage skin tissue. When the fat cells become frozen, their cell membrane crystallizes and becomes brittle, causing it to rupture. Eventually, the cell dies. Weeks after the treatment, the body naturally gathers those dead cells and expels them from the body. Once the cells are removed, they can never regrow or return. CoolSculpting provides long-lasting fat reduction thanks to Cryolipolysis.

[Learn more about CoolSculpting technology>>](#)

#### IS CRYOLIPOLYSIS RIGHT FOR ME?

To achieve the benefits of Cryolipolysis, it is crucial to be the correct candidate for cooling sessions. This fat reduction method works best on localized fat deposits of people who regularly eat healthy and work out but still struggle with fat deposits. CoolSculpting is not a weight-loss treatment and should never be used to treat obesity. If you question whether CoolSculpting is right for you, contact Dr. Fiorillo today to schedule a consultation. During this visit, you undergo a physical evaluation to determine if you are a viable candidate for fat freezing.

#### GETTING STARTED WITH CRYOLIPOLYSIS

Contact Dr. Fiorillo today if you are curious about Cryolipolysis and how CoolSculpting contours lean, slim physiques without surgery. Call (845) 719-4781 or reach out to Dr. Fiorillo online to schedule your consultation and discover what CoolSculpting can do for you.

#### SCHEDULE A FREE COOLSCULPTING CONSULTATION

Name

Email

Phone

Message

SUBMIT

#### SCHEDULE A FREE CONSULTATION

Name

Email

Phone

Message

SUBMIT

I was looking for...

SEARCH

#### RECENT POSTS

- [How CoolSculpting Targets and Treats Back Fat Without Surgery](#)
- [Body Contouring Options: Everything You Need to Know](#)
- [What is Breast Reconstruction Surgery?](#)
- [Botox For Men In Pearl River, New York](#)
- [How Much Does a Tummy Tuck Cost?](#)

#### CATEGORIES

- [Anti-Aging](#)
- [Arm Lift \(Brachioplasty\)](#)
- [Body Lift](#)
- [Body Procedures](#)
- [BOTOX® Cosmetic](#)
- [Brazilian Butt Lift](#)
- [Breast Augmentation](#)
- [Breast Augmentation With Fat Transfer](#)
- [Breast Enhancement Surgery](#)
- [Breast Implants](#)
- [Breast Lift](#)
- [Breast Reconstruction](#)
- [Breast Reduction](#)
- [Breast Revision](#)
- [BroadBand Light \(BBL\)](#)
- [Celebrity Plastic Surgery](#)
- [Chemical Peels](#)
- [CoolSculpting](#)
- [CoolSculpting®](#)
- [Coronavirus](#)
- [Dr. Fiorillo](#)
- [Dysport®](#)
- [EMSCULPT®](#)
- [Events & Specials](#)
- [Eyelid Surgery \(Blepharoplasty\)](#)
- [Facelift](#)
- [Fat Transfer](#)
- [General Plastic Surgery](#)
- [Gummy Bear Implants](#)
- [Gynecomastia](#)
- [Health & Fitness](#)
- [Hydrolize® by Hydroxatone®](#)
- [Injectables & Fillers](#)
- [Laser Treatments](#)
- [Lip Augmentation](#)
- [Liposuction](#)
- [MedSpa](#)
- [Men & Plastic Surgery](#)
- [Mommy Makeover](#)
- [Neck Lift](#)
- [News](#)
- [Non Invasive Treatments](#)
- [Plastic Surgery News](#)
- [Plastic Surgery Tips](#)
- [Print Media](#)
- [Recovery](#)
- [Restylane](#)
- [Revanesse® Versa™](#)
- [Rhinoplasty](#)
- [Skin Care](#)
- [Skin Procedures](#)
- [THERMIVA®](#)
- [Tummy Tuck \(Abdominoplasty\)](#)
- [Uncategorized](#)
- [Vaginal Rejuvenation](#)

#### SOURCES:

- [\\*Allergan Receives FDA Clearance For the CoolSculpting® Treatment To Improve Appearance Of Lip Tissue In The Double Chin](#)
- [\\*Cryolipolysis and Skin Tightening](#)

PREVIOUS POST

NEXT POST



## Body Contouring Options: Everything You Need to Know

Posted November 05, 2022 in [Brazilian Butt Lift](#), [CoolSculpting](#), [Dr. Fiorillo](#), [EMSCULPT](#), [Liposuction](#), [Tummy Tuck \(Abdominoplasty\)](#)



## Body Contouring Options: Everything You Need to Know

One size does not fit all people when it comes to body contouring. Your options for body contouring depend on your cosmetic goals. For example, liposuction may be a good option if you lose significant weight and need excess skin removal. But other solutions may be more suitable if your goal is to tone up your body.

Dr. Fiorillo offers a variety of body contouring procedures in Pearl River, NY. Call [845-623-6141](tel:845-623-6141) to schedule a free consultation and learn about the options available.

### WHAT ARE THE DIFFERENT TYPES OF BODY CONTOURING?

Before deciding to undergo body contouring, you must understand the different types of procedures out there.

Surgical body contouring involves using a scalpel or laser to make incisions on your skin. Examples include abdominoplasty, liposuction, and BBL. After making incisions, the doctor removes unwanted fat, tissue, or skin. Non-surgical options include devices like [CoolSculpting](#) and [Emsculpt](#). These rely on either controlled cooling panels or radiofrequency technology.

Let's explore five popular body contouring procedures:

#### 1. ABDOMINOPLASTY (TUMMY TUCK)

Loose, sagging skin in the stomach area can significantly damage one's confidence. Stubborn belly fat is another common concern. Looking to put these to rest once and for all? An abdominoplasty may be the answer.

A [tummy tuck](#) is an invasive procedure that removes unwanted skin and fat from the stomach region. It is most popular among women who want to improve their appearance and self-esteem after gaining weight or having children. Patients get a [latter and lofter stomach](#) after the surgery.

Surgeons perform this under general anesthesia so that patients remain asleep during the process. The procedure takes about three hours to complete. After, you may need to take off work for a few days to recover. While you may be able to resume most daily activities in a couple of weeks, it can take three to six months to heal fully.

#### 2. LIPOSUCTION

Liposuction is a surgical procedure that removes fat from body areas, including the thighs, hips, abdomen, and more. On top of banishing unwanted fat, it is an effective way to tighten the skin. Patients looking to move fat elsewhere on their bodies may choose liposuction over other body contouring options. Patients may sometimes undergo liposuction with other procedures like abdominoplasty or breast augmentation.

During the surgery, a surgeon makes an opening in the skin. Then, he inserts a cannula into the fatty areas under the skin. Once inside, the small tube attaches to a syringe which sucks out the fatty tissue. This suction pulls out unwanted fat cells at the treatment site.

After liposuction, patients may experience bruising and swelling. These effects can last up to two weeks after the treatment depending on how much fat was removed during the surgery. Though liposuction requires a lengthy recovery, it has been around for decades and effectively helps patients achieve their goals: less fat, more definition, and a slimmer silhouette.

#### 3. BRAZILIAN BUTT LIFT (BBL)

A Brazilian butt lift (BBL) involves harvesting fat from areas of your body and injecting it into your buttocks. This procedure enhances the size and shape of your butt, giving you attractive curves. During a BBL, the doctor performs liposuction to gather fat from areas like the abdomen, thighs, or backside. Then, he inserts the fat into your buttocks.

Brazilian butt lifts are ideal for patients who want to increase their body size. You can achieve flattering curves that complement your figure. After a BBL, patients notice:

- Smoothered out lumps and bumps in the butt
- A more shapely behind
- A symmetrical appearance

#### 4. COOLSCULPTING

In contrast to liposuction, [CoolSculpting is a non-invasive fat freezing treatment](#). It incorporates controlled cooling to eliminate stubborn fat under the skin, without harming surrounding tissue. Patients who do not want to get liposuction often opt for CoolSculpting. It is a versatile cosmetic treatment that works well on most body areas where you want to reduce fat.

Not only is CoolSculpting virtually painless, but it is a quick procedure. On average, it takes 40 minutes per session. But the exact length of time depends on how many areas you treat.

After the cooling panels kill the fat cells, your body eliminates them through natural metabolic processes over time. The result is a slimmer, more attractive figure. You can maintain optimal CoolSculpting results for years by following a healthy diet and staying active.

#### 5. EMSCLPT

Emsculpt is an FDA-approved device that uses ultrasound energy to heat fat cells and cause them to die. Similar to CoolSculpting, the procedure is non-invasive and takes less than an hour to complete per session.

While there are plenty of body contouring options, [Emsculpt](#) stands out as one of the most popular ones—and for good reason. It does not require surgery, anesthesia, or an excruciating recovery. It effectively burns fat and builds muscle at the same time. Best of all, there are no serious side effects with Emsculpt. Some patients report mild discomfort and soreness in the treatment area(s) after. But this effect dissipates within 24 hours.

### WHICH BODY CONTOURING OPTION IS BEST FOR ME?

With countless options out there, it can be challenging to pick the right body contouring solution for your body type. The truth is, there is something for everyone. But what works for one person may not work the same for another. Therefore, you must first determine your cosmetic goals. Then, think about your lifestyle. People who cannot take time off work often consider CoolSculpting or Emsculpt before surgical alternatives.

Finally, schedule a free initial consultation to find your ideal fit. After learning your expectations, a skilled provider can point you in the right direction to achieve your dream body.

### BODY CONTOURING IN PEARL RIVER, NY

Now that you are familiar with some of the most common body contouring procedures, it is time to make your decision. Ready to make the next move in exploring your options? Call [845-623-6141](tel:845-623-6141) to consult with Dr. Fiorillo and his team in Pearl River, NY. We use state-of-the-art technologies and advanced techniques to deliver unparalleled results, no matter your aesthetic goals.

#### SCHEDULE A FREE COOLSCULPTING CONSULTATION

Name
Email
Phone
Message
<input type="submit" value="SUBMIT"/>

#### SOURCES

[Cryolipolysis for Noninvasive Body Contouring: Clinical Efficacy and Patient Satisfaction](#). *Clinical, Cosmetic and Investigational Dermatology*.

[Safety, tolerance, and patient satisfaction with noninvasive cryolipolysis](#). *Dermatological Surgery*.

[PREVIOUS POST](#)

[NEXT POST](#)

#### SCHEDULE A FREE CONSULTATION

Name
Email
Phone
Message
<input type="submit" value="SUBMIT"/>

I was looking for...

#### RECENT POSTS

[How CoolSculpting Targets and Treats Back Fat Without Surgery](#)  
[Body Contouring Options: Everything You Need to Know](#)  
[What Is Breast Reconstruction Surgery?](#)  
[Botox For Men In Pearl River, New York](#)  
[How Much Does a Tummy Tuck Cost?](#)

#### CATEGORIES

[Anti-Aging](#)  
[Arm Lift \(Brachioplasty\)](#)  
[Body Lift](#)  
[Body Procedures](#)  
[BOTOX® Cosmetic](#)  
[Brazilian Butt Lift](#)  
[Breast Augmentation](#)  
[Breast Augmentation With Fat Transfer](#)  
[Breast Enhancement Surgery](#)  
[Breast Implants](#)  
[Breast Lift](#)  
[Breast Reconstruction](#)  
[Breast Revision](#)  
[Breast Revision](#)  
[BroadBand Light \(BBL\)](#)  
[Celebrity Plastic Surgery](#)  
[Chemical Peels](#)  
[CoolSculpting](#)  
[CoolSculpting®](#)  
[Coronavirus](#)  
[Dr. Fiorillo](#)  
[Dysport®](#)  
[EMSCULPT®](#)  
[Events & Specials](#)  
[Eyelid Surgery \(Blepharoplasty\)](#)  
[Facelift](#)  
[Fat Transfer](#)  
[General Plastic Surgery](#)  
[Gummy Bear Implants](#)  
[Gynecomastia](#)  
[Health & Fitness](#)  
[Hydrolize® by Hydroxatone®](#)  
[Injectables & Fillers](#)  
[Laser Treatments](#)  
[Lip Augmentation](#)  
[Liposuction](#)  
[MedSpa](#)  
[Men & Plastic Surgery](#)  
[Mommy Makeover](#)  
[Neck Lift](#)  
[News](#)  
[Non Invasive Treatments](#)  
[Plastic Surgery News](#)  
[Plastic Surgery Tips](#)  
[Print Media](#)  
[Recovery](#)  
[Restylane](#)  
[Reversense® Versa™](#)  
[Rhinoplasty](#)  
[Skin Care](#)  
[Skin Procedures](#)  
[THERMina®](#)  
[Tummy Tuck \(Abdominoplasty\)](#)  
[Uncategorized](#)  
[Vaginal Rejuvenation](#)



BLOG

## How CoolSculpting Targets and Treats Back Fat Without Surgery

Posted December 20, 2022 in [CoolSculpting](#), [Dr. Fiorillo](#)



### HOW COOLSCULPTING TARGETS AND TREATS BACK FAT WITHOUT SURGERY

Are you self-conscious about excess back fat that won't go away despite a clean diet and regular exercise? If so, you're not alone. But there's good news—[CoolSculpting can target and treat back fat](#) without surgery. Learn how CoolSculpting back fat works and what you can expect during and after the treatment.

#### WHAT IS COOLSCULPTING?

CoolSculpting is a non-surgical, FDA-cleared fat reduction procedure that involves [cryolipolysis to freeze and banish stubborn fat cells](#). It treats areas of the body that are resistant to diet and exercise, such as the back.

#### WHY DO PEOPLE COULD SCULPT THEIR BACKS?

Besides the procedure being non-invasive and not requiring anesthesia, CoolSculpting's benefits are plentiful when it comes to sculpting the back:

- Minimal downtime
- Lower risks and side effects (compared to surgery)
- FDA-cleared as safe and effective
- Quick 30-minute sessions
- Virtually painless
- Long-lasting, natural-looking results

Overall, CoolSculpting is a popular choice for people wanting to reduce back fat and contour their bodies without going under the knife.

#### HOW DOES COOLSCULPTING WORK ON THE BACK?

During a CoolSculpting treatment, your provider will place a gel pad and applicator on your upper, middle, or lower back (depending on where you need treatment). The cooling panels freeze the fat cells, causing them to die. The dead fat cells come out of the body naturally after several weeks.

As your body eliminates the fat cells, you'll notice a more defined back with less fat. As a result, those back muscles you've been working hard for at the gym will finally pop!

#### WILL COOLSCULPTING MY BACK HURT?

Most people don't experience significant discomfort during CoolSculpting treatments. At most, you may feel a cooling sensation when the applicator first touches your skin's surface. But your body quickly acclimates, and you won't feel any pain. Patients express feeling a tugging or pulling sensation as the cooling panels suction the skin and fat.

After the treatment, you may notice temporary numbness, tingling, or redness on your back. These mild effects disappear on their own within a few days. Compared to other cosmetic treatments, CoolSculpting falls on a more comfortable scale. But if you have concerns about discomfort during the treatment, let your provider know ahead of time. He/she can address your concerns and take the necessary steps to ensure a comfortable treatment.

#### WHAT ARE COOLSCULPTING BACK RESULTS LIKE?

CoolSculpting is a safe and effective way to contour and shape the back. After completing your treatment plan, you'll enjoy a more toned and sculpted appearance. While results vary per person, most patients notice a visible reduction in back fat after a single treatment. Some may need more treatments to achieve their desired results [1]. After full results manifest, you can expect results to be long-lasting. Once fat cells die, they don't come back. As long as you watch your diet and stay active, you could potentially enjoy CoolSculpting's slimming effects for years!

#### BRING SEXY BACK IN PEARL RIVER, NY

Back fat can be hard to eliminate with diet and exercise alone. If you're ready to bring sexy back, visit Dr. Fiorillo in Pearl River, NY. He's a trained and experienced provider who can assess your needs and determine if CoolSculpting is right for you. Don't wait any longer to achieve the toned and sculpted back you've dreamed of. Call [845-823-6111](#) to book a free initial consultation.

#### SCHEDULE A FREE CONSULTATION

Name

Email

Phone

Message

I was looking for...

#### RECENT POSTS

- [How CoolSculpting Targets and Treats Back Fat Without Surgery](#)
- [Body Contouring Options: Everything You Need to Know](#)
- [What is Breast Reconstruction Surgery?](#)
- [Botox For Men In Pearl River, New York](#)
- [How Much Does a Tummy Tuck Cost?](#)

#### CATEGORIES

- [Anti-Aging](#)
- [Arm Lift \(Brachioplasty\)](#)
- [Body Lift](#)
- [Body Procedures](#)
- [BOTOX® Cosmetic](#)
- [Brazilian Butt Lift](#)
- [Breast Augmentation](#)
- [Breast Augmentation With Fat Transfer](#)
- [Breast Enhancement Surgery](#)
- [Breast Implants](#)
- [Breast Lift](#)
- [Breast Reconstruction](#)
- [Breast Reduction](#)
- [Breast Revision](#)
- [BroadBand Light \(BBL\)](#)
- [Celebrity Plastic Surgery](#)
- [Chemical Peels](#)
- [CoolSculpting](#)
- [CoolSculpting®](#)
- [Coronavirus](#)
- [Dr. Fiorillo](#)
- [Dysport®](#)
- [EMSCULPT®](#)
- [Events & Specials](#)
- [Eyelid Surgery \(Blepharoplasty\)](#)
- [Facelift](#)
- [Fat Transfer](#)
- [General Plastic Surgery](#)
- [Gummy Bear Implants](#)
- [Gynecomastia](#)
- [Health & Fitness](#)
- [Hydrolyze® by Hydroxatone®](#)
- [Injectables & Fillers](#)
- [Laser Treatments](#)
- [Lip Augmentation](#)
- [Liposuction](#)
- [MedSpa](#)
- [Men & Plastic Surgery](#)
- [Mommy Makeover](#)
- [Neck Lift](#)
- [News](#)
- [Non Invasive Treatments](#)
- [Plastic Surgery News](#)
- [Plastic Surgery Tips](#)
- [Print Media](#)
- [Recovery](#)
- [Restylane](#)
- [Revanesse® Versa™](#)
- [Rhinoplasty](#)
- [Skin Care](#)
- [Skin Procedures](#)
- [THERMlta®](#)
- [Tummy Tuck \(Abdominoplasty\)](#)
- [Uncategorized](#)
- [Vaginal Rejuvenation](#)

#### SCHEDULE A FREE COOLSCULPTING CONSULTATION

Name

Email

Phone

Message

#### SOURCES

[Significant Improvement in Body Contour with Multiple Cycles of CoolSculpting: Results of a Prospective Study](#), Dermatologic Therapy, Darren J. McKeown, and Joanne Payne

[PREVIOUS POST](#)

<b>Billed To</b> Dr. Michael Fiorillo Dr. Michael Fiorillo - Advanced Plastic Surgery Center United States	<b>Date of Issue</b> 07/01/2022  <b>Due Date</b> 07/01/2022	<b>Invoice Number</b> FB2022-218	<b>Amount Due (USD)</b> <b>\$0.00</b>
--	---	-------------------------------------	--

---

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords, Facebook, Instagram • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring	\$1,500.00	1	\$1,500.00
MONTHLY SEARCH ENGINE OPTIMIZATION (SEO) CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: • Google Business Profile: Creation, management, and monthly updates to the client's Profile. • Listings in online directories. • Management of Google Maps listing.  DATA MONITORING AND REPORTING: • Set-up and management of Google Search Console • Data monitoring from various SEO tools to ensure optimal performance • Regular SEO reporting to the client	\$1,500.00	1	\$1,500.00

---

Subtotal 3,000.00

Tax	0.00
Total	3,000.00
Amount Paid	3,000.00
<b>Amount Due (USD)</b>	<b>\$0.00</b>

<b>Billed To</b> Dr. Michael Fiorillo Dr. Michael Fiorillo - Advanced Plastic Surgery Center United States	<b>Date of Issue</b> 08/01/2022  <b>Due Date</b> 08/01/2022	<b>Invoice Number</b> FB2022-250	<b>Amount Due (USD)</b> <b>\$0.00</b>
--	---	-------------------------------------	--

---

Description	Rate	Qty	Line Total
Digital Marketing Monthly Management Service • Manage & optimize digital marketing campaigns on Google Adwords, Facebook, Instagram • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring	\$1,500.00	1	\$1,500.00
MONTHLY SEARCH ENGINE OPTIMIZATION (SEO) CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: • Google Business Profile: Creation, management, and monthly updates to the client's Profile. • Listings in online directories. • Management of Google Maps listing.  DATA MONITORING AND REPORTING: • Set-up and management of Google Search Console • Data monitoring from various SEO tools to ensure optimal performance • Regular SEO reporting to the client	\$1,500.00	1	\$1,500.00

---

Subtotal 3,000.00

Tax	0.00
Total	3,000.00
Amount Paid	3,000.00
<b>Amount Due (USD)</b>	<b>\$0.00</b>

Medstar Media, Inc.  
 10808 S. River Front Parkway Suite 3020  
 South Jordan, Utah 84095  
 United States  
 6466949450



Dr. Michael Fiorillo  
 Dr. Michael Fiorillo - Advanced Plastic Surgery  
 Center  
 US

Invoice Number FB2022-283  
 Date of Issue 09/01/2022  
 Due Date 09/01/2022  
 Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
<b>Digital Marketing Monthly Management Service</b> • Manage & optimize digital marketing campaigns on Google Adwords, Facebook, Instagram • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring	\$1,500.00	1	\$1,500.00
<b>MONTHLY SEARCH ENGINE OPTIMIZATION (SEO)</b> CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: · Google Business Profile: Creation, management, and monthly updates to the client's Profile. · Listings in online directories. · Management of Google Maps listing.  DATA MONITORING AND REPORTING: · Set-up and management of Google Search Console · Data monitoring from various SEO tools to ensure optimal performance · Regular SEO reporting to the client	\$1,500.00	1	\$1,500.00
<b>Web Development</b> Updated breast reduction service page + set up form + confirmation page; connected new service forms with the leadsheet + GHL; Updates on the websites for the nude images; Connected FB lead form to the client's leadsheet + GHL; replaced all phone numbers with the ghl tracking phone numbers.	\$200.00	6.5	\$1,300.00

---

Web Development	-\$200.00	2	-\$400.00
Favorite Client discount			

---

Subtotal	3,900.00
----------	----------

Tax	0.00
-----	------

---

Total	3,900.00
-------	----------

Amount Paid	3,900.00
-------------	----------

---

Amount Due (USD)	\$0.00
------------------	--------

Medstar Media, Inc.  
 10808 S. River Front Parkway Suite 3020  
 South Jordan, Utah 84095  
 United States  
 6466949450



Dr. Michael Fiorillo  
 Dr. Michael Fiorillo - Advanced Plastic Surgery  
 Center  
 US

Invoice Number FB2022-317  
 Date of Issue 10/01/2022  
 Due Date 10/01/2022  
 Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
<b>Digital Marketing Monthly Management Service</b> • Manage & optimize digital marketing campaigns on Google Adwords, Facebook, Instagram • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring	\$1,500.00	1	\$1,500.00
<b>MONTHLY SEARCH ENGINE OPTIMIZATION (SEO)</b> CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: · Google Business Profile: Creation, management, and monthly updates to the client's Profile. · Listings in online directories. · Management of Google Maps listing.  DATA MONITORING AND REPORTING: · Set-up and management of Google Search Console · Data monitoring from various SEO tools to ensure optimal performance · Regular SEO reporting to the client	\$1,500.00	1	\$1,500.00
<b>Web Development</b> New Logo & New seals for website	\$200.00	5.5	\$1,100.00
<b>Web Development</b> Favorite Client Discount	-\$200.00	3	-\$600.00

Review Plaque

\$50.00

1

\$50.00

---

Subtotal

3,550.00

Tax

0.00

---

Total

3,550.00

Amount Paid

3,550.00

---

---

Amount Due (USD)

\$0.00

Medstar Media, Inc.  
 10808 S. River Front Parkway Suite 3020  
 South Jordan, Utah 84095  
 United States  
 6466949450



Dr. Michael Fiorillo  
 Dr. Michael Fiorillo - Advanced Plastic Surgery  
 Center  
 US

Invoice Number FB2022-349  
 Date of Issue 11/01/2022  
 Due Date 11/01/2022  
 Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
<b>Digital Marketing Monthly Management Service</b> • Manage & optimize digital marketing campaigns on Google Adwords, Facebook, Instagram • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology	\$1,500.00	1	\$1,500.00
<b>MONTHLY SEARCH ENGINE OPTIMIZATION (SEO)</b> CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: · Google Business Profile: Creation, management, and monthly updates to the client's Profile. · Listings in online directories. · Management of Google Maps listing.  DATA MONITORING AND REPORTING: · Set-up and management of Google Search Console · Data monitoring from various SEO tools to ensure optimal performance · Regular SEO reporting to the client	\$1,500.00	1	\$1,500.00
<b>Web Development</b> Badge design work	\$200.00	1	\$200.00
<b>Web Development</b> Favorite Client Discount	-\$200.00	1	-\$200.00

---

Subtotal	3,000.00
----------	----------

Tax	0.00
-----	------

---

Total	3,000.00
-------	----------

Amount Paid	3,000.00
-------------	----------

---

Amount Due (USD)	\$0.00
------------------	--------

Medstar Media, Inc.  
 10808 S. River Front Parkway Suite 3020  
 South Jordan, Utah 84095  
 United States  
 6466949450



Dr. Michael Fiorillo  
 Dr. Michael Fiorillo - Advanced Plastic Surgery  
 Center  
 US

Invoice Number FB2022-392  
 Date of Issue 12/01/2022  
 Due Date 12/01/2022  
 Amount Due (USD) \$0.00

Description	Rate	Qty	Line Total
<b>Digital Marketing Monthly Management Service</b> • Manage & optimize digital marketing campaigns on Google Adwords, Facebook, Instagram • Optin technology to increase conversions. • Call tracking & reporting • Monitor budget and adjust bids to gain better ROI • Manage keyword selection and audience targeting • Call tracking and monitoring • Conversion Tools + Lead Nurture Technology	\$1,500.00	1	\$1,500.00
<b>MONTHLY SEARCH ENGINE OPTIMIZATION (SEO)</b> CONTENT: (2) 500+ word article(s) published to the blog each month. Articles include multimedia (i.e., images and videos, etc.). *The article(s) may be substituted for content added to service pages instead of the blog.  ON-SITE SEO: Monthly website optimization and management, including improvements to design or development following industry best practices for technical SEO. May include adding more content (i.e., text, images, multimedia) to service pages.  LOCAL SEO: · Google Business Profile: Creation, management, and monthly updates to the client's Profile. · Listings in online directories. · Management of Google Maps listing.  DATA MONITORING AND REPORTING: · Set-up and management of Google Search Console · Data monitoring from various SEO tools to ensure optimal performance · Regular SEO reporting to the client	\$1,500.00	1	\$1,500.00
<b>Text Blast</b> 5146 Contacts	\$375.00	1	\$375.00

Subtotal	3,375.00
Tax	0.00
<hr/>	
Total	3,375.00
Amount Paid	3,375.00
<hr/> <hr/>	
Amount Due (USD)	\$0.00