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**July 25th 2016:Encore: Lipobelt.....the making of a  
successful business**

Today we share the journey of an idea into a successful business. Lipobelt began from a novel idea that we could freeze our own fat away, right at home. That was in December 2010, when CoolSculpting was a little known treatment that was making its way into high-end cosmetic centers. After heavy research showing that the science behind cold lipolysis is solid and that fat can indeed be eliminated by chilling it at a very specific temperature without causing harm to skin and tissue, a prototype was made and funding was secured. What transpired over the next 5 years is the story behind the makin

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### Featured Guest



#### Meliza Cruzada

LipoBelt was innovated by Meliza Cruzada, a woman entrepreneur who challenged the concept that only those who could spend thousands of dollars could choose an effective and safe method to eliminate fat in localized areas. Her previous career in design and manufacturing, matched with studies in biosciences, proved to be the backbone to the work it took to take an idea from concept to finished product.

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