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CoolSculpting® and Debra Messing Partner to Inspire Confidence and Cool Moments

Actress and Women's Advocate Named Global Brand Ambassador for Non-Invasive, Fat-Freezing Treatment

PLEASANTON, Calif., April 04, 2017 (GLOBE NEWSWIRE) -- Emmy Award-winning actress, comedienne, women's advocate and mom, Debra Messing, joins ZELTIQ® Aesthetics, Inc. (Nasdaq:ZLTQ) today as the new Global Brand Ambassador for the CoolSculpting® brand, winner of the 2017 NewBeauty Beauty Choice Awards for All-over Fat Fighter. The CoolSculpting 'Cool Moments' marketing campaign encourages women and men to celebrate everyday occasions and personal milestones where they feel cool and confident. As the face of the campaign, Messing is partnering with CoolSculpting with the joint mission of inspiring people to experience and share their own Cool Moments and stories. Messing will appear in the brand's public relations, digital and social media campaigns, as well as physicians' office materials.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/7ff5c173-886d-4545-bedc-d6754f8486c3>

"I'm a firm believer in feeling good inside and out. I am partnering with CoolSculpting to empower women and men to confidently embrace their own Cool Moments - from milestones like getting married or celebrating a birthday that ends in zero to everyday moments like feeling great in your favorite jeans," said Messing. "I'm excited to share my tips for looking and feeling your best, including CoolSculpting, because while I eat clean and am very active, I still wanted to get rid of some stubborn fat on my stomach." Messing will share her personal Cool Moments journey on her social media channels using #coolmoments throughout the year.

"We are honored and thrilled to partner with Debra Messing for our Cool Moments campaign and share her personal experience with CoolSculpting," said Danika Harrison, Senior Vice President of Global Marketing at ZELTIQ. "Her talent, passion and wit are an inspiration to people around the world to exude self-confidence, which aligns perfectly with CoolSculpting's mission to help others look and feel their best."

CoolSculpting is the world's #1 non-invasive fat reduction treatment. It is a non-surgical, clinically proven, safe and effective way to freeze away unwanted fat for good with little to no downtime. Developed by Harvard scientists, the CoolSculpting treatment is the only FDA-cleared, non-surgical fat reduction treatment that uses controlled cooling to eliminate unwanted fat cells. The treatment is performed by a CoolSculpting provider who develops a customized treatment plan tailored to each body that leads to an optimal transformation. To date, more than 4 million CoolSculpting treatments have been performed in over 80 countries around the world.

CoolSculpting is available through an elite network of CoolSculpting providers worldwide. To learn more about the treatment and book a consultation with a dermatologist, plastic surgeon or leading aesthetic specialist, visit www.coolsculpting.com.

About Debra Messing

Debra Messing is best known for her role on NBC's Emmy Award-winning comedy series "Will & Grace." Messing captivated television audiences worldwide for eight seasons with her comedic brilliance as Grace Adler, an interior designer whose best friend and soul mate is gay. For her work on the popular sitcom, Messing won the 2003 Emmy Award, received an additional five Emmy nominations, and has earned a total of seven Screen Actors Guild nominations, winning the ensemble award in

 [Actress Debra Messing Named Global Brand Ambassador for Non-Invasive, Fat-Freezing Treatment](#)

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 [coolsculpting.jpg](#)

2001, seven Golden Globe nominations, two American Comedy Award nominations and two People's Choice Award nominations. She also collected TV Guide's Actress of the Year in a Comedy Series honor in 2001. Most recently, Messing wrapped production on ABC's three-hour remake of "Dirty Dancing," in which she'll star as Marjorie Houseman opposite Abigail Breslin's Baby. The production from Lionsgate TV will be executive produced by Allison Shearmur and Eleanor Bergstein, who wrote the screenplay for the original movie. During her free time, Messing supports charities such as PSI, HRC (Human Rights Campaign), Joyful Heart Foundation, Everybody Matters, Everytown for Gun Safety and GLAAD, for which she has been honored several times for the social awareness and tolerance that her participation in "Will & Grace" helped to establish. Messing resides in New York with her son, Roman Walker Zelman.

About the CoolSculpting® Treatment

CoolSculpting is a non-surgical, clinically proven treatment that selectively reduces unwanted fat using a patented cooling technology. Cleared by the FDA, CoolSculpting works by gently cooling targeted fat cells in the body to induce a natural, controlled elimination of fat cells without affecting surrounding tissue, and the treated fat cells are gone for good. Millions of CoolSculpting treatments have been performed by more than 5,700 CoolSculpting systems in over 80 countries. Market research indicates up to a 95 percent customer satisfaction rate with the CoolSculpting treatment. CoolSculpting is available through an elite network of CoolSculpting Centers worldwide. Dermatologists, plastic surgeons and leading aesthetic specialists that offer CoolSculpting can be found at www.coolsculpting.com.

Be sure to follow CoolSculpting on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

About ZELTIQ® Aesthetics, Inc.

ZELTIQ is a medical technology company focused on developing and commercializing products utilizing its proprietary controlled-cooling technology platform. ZELTIQ's first commercial product, the CoolSculpting system, is designed to selectively reduce stubborn fat bulges. CoolSculpting is based on the scientific principle that fat cells are more sensitive to cold than the overlying skin and surrounding tissues. It utilizes patented technology of precisely controlled cooling to reduce the temperature of fat cells in the treated area, which is intended to cause fat cell elimination through a natural biological process known as apoptosis. ZELTIQ developed CoolSculpting to safely, noticeably, and measurably reduce the fat layer.

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