

OFFICE OF THE GENERAL COUNSEL  
Nevada State Board of Medical Examiners  
1105 Terminal Way #301  
Reno, Nevada 89502  
(775) 688-2559

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**BEFORE THE BOARD OF MEDICAL EXAMINERS  
OF THE STATE OF NEVADA**


\* \* \* \* \*

**In the Matter of Charges and** )  
)  
**Complaint Against** )  
)  
**EDWARD M. ZIMMERMAN, M.D.,** )  
)  
**Respondent** )

Case No. 12-11216-1

**FILED**

**NOV - 5 2012**

NEVADA STATE BOARD OF  
MEDICAL EXAMINERS  
By: 

**COMPLAINT**

The Investigative Committee (IC) of the Nevada State Board of Medical Examiners (Board), composed at the time of filing of Theodore B. Berndt, M.D., Chairman, Valerie J. Clark, BSN, RHU, LUTCF, Member and Michael J. Fischer, M.D., Member by and through Erin L. Albright, Esq., Deputy General Counsel and Attorney for the IC, having a reasonable basis to believe that Edward M. Zimmerman, M.D. (Respondent), violated the provisions of Nevada Revised Statutes (NRS) Chapter 630 (Medical Practice Act), hereby issues its formal Complaint, stating the IC's charges and allegations as follows:

1. Respondent is currently licensed in active status (License No. 7721), and has been so licensed by the Board since April 4, 1996, pursuant to the provisions of the Medical Practice Act.

2. At all times alleged herein, Respondent was the director at Las Vegas Laser and Lipo, where he practiced cosmetic surgery. Pursuant to its website, Las Vegas Laser and Lipo specialize in cosmetic surgery, including, but not limited to, injectables and dermal fillers (i.e. Botox).

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1 abilities or self-laudatory statement calculated to attract patients, and which has a tendency to  
2 mislead the public or produce unrealistic expectations in particular cases.

3 12. NAC 630.190(1)(g) provides that a physician shall not advertise the practice of  
4 medicine in a false, deceptive or misleading manner in regard to the price, cost, charge, fee or  
5 terms of credit or services to be performed.

6 13. NAC 630.190(2) further provides that for purposes of paragraphs (e), (f) and (g) of  
7 NAC 630.190(1), any statement or other advertising is sufficiently false if it has the tendency to  
8 deceive, mislead or harm the public because of its false, deceptive, misleading or harmful  
9 character; or produce unrealistic expectations in particular cases, even though no member of the  
10 public is actually deceived, misled or harmed, or no unrealistic expectations are actually produced  
11 by the statement or advertising.

12 14. Respondent's use of the phrase "Shot by the best in town!!!" violates  
13 NAC 630.190(1)(c) by claiming or implying the professional superiority of Respondent.

14 15. Respondent's use of the phrase "Shot by the best in town!!!" violates  
15 NAC 630.190(1)(e), as it is a false, deceptive or misleading statement used to induce any person  
16 to purchase, utilize or acquire Respondent's professional services or to enter into an obligation or  
17 transaction relating thereto.

18 16. Respondent's use of the phrase "We are offering an introduction (sic) price of  
19 **\$400.00** per 50 unit vial (similar to Botox) AND a \$50.00 credit in our office that can be used on  
20 any OTHER procedure, product, or treatment! (even that day, just not towards the discounted  
21 Xeomin)" violates NAC 630.190(1)(g), as it is false, deceptive and/or misleading in regard to the  
22 cost of the services performed.

23 17. By reason of the foregoing, Respondent is subject to discipline by the Board as  
24 provided in NRS 630.352.

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**WHEREFORE**, the Investigative Committee prays:

1. That the Board give Respondent notice of the charges herein against him and give him notice that he may file an answer to the Complaint herein as set forth in NRS 630.339(2) within twenty (20) days of service of the Complaint;
2. That the Board set a time and place for a formal hearing after holding an Early Case Conference pursuant to NRS 630.339(3);
3. That the Board determine the sanctions it will impose if it finds Respondent violated the Medical Practice Act;
4. That the Board make, issue and serve on Respondent, in writing, its findings of fact, conclusions of law and order, which shall include the sanctions imposed; and
5. That the Board take such other and further action as may be just and proper in these premises.

DATED this 5<sup>th</sup> day of November, 2012.

INVESTIGATIVE COMMITTEE OF THE  
NEVADA STATE BOARD OF MEDICAL EXAMINERS

By:   
Erin L. Albright, Esq.  
Deputy General Counsel  
Attorney for the Investigative Committee

VERIFICATION

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STATE OF NEVADA            )  
  : ss.  
COUNTY OF WASHOE        )

Theodore B. Berndt, M.D., hereby deposes and states under penalty of perjury under the laws of the state of Nevada that he is the Chairman of the Investigative Committee of the Nevada State Board of Medical Examiners that authorized the foregoing Complaint against the Respondent herein; that he has read the foregoing Complaint; and that based upon information discovered during the course of the investigation into a complaint against Respondent, that he believes the allegations and charges in the foregoing Complaint against Respondent are true, accurate and correct.

Dated this 5<sup>th</sup> day of November, 2012.

Theodore B. Berndt  
Thomas B. Berndt, M.D.


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**CERTIFICATE OF MAILING**

I hereby certify that I am employed by Nevada State Board of Medical Examiners and that on 6<sup>th</sup> day of November 2012; I served a filed copy of the Complaint & Fingerprint Information via USPS e-certified mail return receipt to the following:

Edward M. Zimmerman, M.D.  
8930 W. Sunset Rd., Ste. 140  
Las Vegas, NV 89128

Dated this 6<sup>th</sup> day of November 2012.

  
\_\_\_\_\_  
Angelia L. Donohoe  
Legal Assistant

# **EXHIBIT**

**1**

From: "Edward Zimmerman, MD" <dr.z@me.com>  
Subject: (No Subject)  
Date: January 31, 2012 12:48:42 PM PST

8 Attachments, 59 KB

## Las Vegas Laser and Lipo



Xeomin is the **NEWEST** botulinumtoxinA product on the market!

**Las Vegas Laser and Lipo is the FIRST office to have this product in Nevada!**

Only being offered to Elite accounts until the official US launch next Spring!



We are offering an introduction price of **\$400.00** per 50 unit vial (similar to Botox) **AND** a **\$50.00** credit in our office that can be used on any **OTHER** procedure, product, or treatment!  
(on one visit day, just not towards the discounted Xeomin)

This pricing nets out at only **\$350/50 unit vial!!!!**  
Shot by the **best** in town!!! Crazy savings!!!!

All TREAT, No Tricks :)

**\*\*Special pricing is only from Nov. 1st and Dec. 31st!**  
Quantity is limited so pre-booking is **highly recommended!\*\***

Great News! This special can be added to any existing appointment and works as a complimentary treatment to almost everything else we do in the office! Don't hesitate!

Call to book your appt at **702-360-6686** and reserve this great deal before it runs out!!!

*Find out more ...*



Las Vegas Laser and Lipo  
8930 W. Sunset Road, Ste. 140  
Las Vegas, NV 89148  
702-360-6686

