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## Fig. shuts down operations

St. Louis Business Journal - by [Christopher Tritto](#)

Fig., formerly known as Advanced LipoDissolve, has shut down its operations across the country and laid off its employees.

Several employees said they were told at the end of the work day Dec. 7 that the company was closing down. Workers were instructed to pack their belongings and leave their offices. Fig. had more than 500 employees nationwide, including 126 at its corporate office here.

Calls to Fig.'s Maryland Heights headquarters were not answered. Neither Chief Executive Rob Semaan nor Chris Dornfeld, head of business development, could be reached Monday morning for comment. Spokeswoman Katie Rees is no longer listed in the company's voicemail directory.

Fig., which provides cosmetic fat-reduction procedures and other weight management services, **previously laid off 28 employees at its corporate office Nov. 30.** Executives also told the Business Journal they planned to temporarily halt geographic expansion of their clinics. Dornfeld said the moves were part of a plan to restructure Fig.'s corporate office, revamp its growth and marketing strategy, and roll out a variety of new procedures and services to complement LipoDissolve.

As recently as Nov. 30, Fig.'s primary outside investor, **Bessemer Venture Partners** of Larchmont, N.Y., told the Business Journal the firm stood behind Fig. Rob Stavis, a managing partner at Bessemer said, "We are very bullish on the opportunity and are 100 percent behind Fig."

Stavis could not be immediately reached for comment Monday, but Fig. has been removed from Bessemer's online list of portfolio companies.

Fig. has been struggling to manage growing pains associated with the company's rapid development. Since opening its first clinic in Chesterfield in 2005, Fig. had expanded to 18 clinics across the country, including locations in St. Louis; Kansas City; Las Vegas; Costa Mesa, Calif.; Scottsdale, Ariz.; Houston; Dallas; Louisville; Columbus, Ohio; and Atlanta.

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