



MEDIA RELEASE

The Cellulite Solution

Cellulite is a common term used to describe superficial pockets of trapped fat, which cause uneven dimpling or "orange peel" skin. It's estimated that 90% of women worldwide (even skinny women) suffer from cellulite and it's found mainly, but not exclusively, on the hips, thighs, buttocks and abdomen.

Cellulite is due to hormonal changes that make the fat cells in your subcutaneous fat layer (the layer of fat directly beneath the skin) increase by up to 300 times their original size and stick together inside the pockets in which they are enclosed. The pocket is stretched upward while the fibres in between the pockets are strained, circulation is inhibited and toxins and water are trapped instead of being flushed out naturally.

Bad circulation, hereditary factors, weight gain, the pill and other hormone treatments containing oestrogen, a weak lymphatic system, stress, certain medication, smoking, insufficient water intake, poor eating habits and a sedentary lifestyle may also contribute.

While there are a myriad of products on the market promising to clean up cellulite, most are largely unsuccessful because they only target the superficial appearance. However, it has finally been understood that reducing cellulite requires a deep acting treatment which will increase lymphatic drainage and help eliminate unwanted fluid and nasty toxins from your body, resulting in smoother, firmer and a less dimpled skin-tone.

That's where **Endermologie®** fits into the cellulite solution.

Endermologie® is a non-surgical, non-invasive cellulite and body contouring treatment that was developed 17 years ago by Frenchman, Louis Paul Guitay.

In the original form **Endermologie®** was used to rehabilitate scars, burns and damaged muscular tissue but a surprising side-affect was discovered - the reduction of cellulite and significant inch loss from the body.

The Cellu M6 Keymodule® (a small hand-held, motorised device with specially designed rollers) that performs the **Endermologie®** treatments works by breaking down fat cells and improves cellular and fluid exchanges. Wearing a full-length body stocking, the motorised rollers are run over the length of your body and then concentrated on the problem areas. The controlled suction gently lifts and rolls your skin, to deeply massage the affected areas, increasing the circulation by 200 per cent (manual massage increases the circulation by 60 per cent). Toxins and abnormal water build up are expelled as connective fibres are stretched and restored.

ENDERMOLOGIE®
COSMÉCANIQUE®

C8 Pty Ltd ACN 098 072 381 Tel: 1300 368 688 Fax: 1300 368 388 Email
info@c8-endermologie.com.au
Queensland Office PO Box 299 Sanctuary Cove 4212 Queensland Australia Int
+61 7 5514 8444



Endermologie® also leaves your skin feeling soft and silky and the increased circulation will give you a natural energy boost.

The Cellu M6 Keymodule® was the first device in the world to be recognised by the FDA (American Food & Drug Administration) as a proven solution to cellulite. Its safety and efficacy have been the subject of many clinical trials* with ongoing research continuing to reveal outstanding results. It also has approval from the Australian TGA (Therapeutic Goods Administration) for therapeutic use.

If you really are serious about changing your body, improving your skin fitness and reducing cellulite, **Endermologie®** is a must.

If you also fill your plate with fruit and vegetables, whole grains and brown rice, low fat protein and dairy, opt for water and weak herbal teas instead of fizzy drinks and exercise while having regular **Endermologie®** treatments, the results will be even more impressive.

***CLINICAL TRIALS**

Aesthetic Surgery Journal (March - April 2001) observes the effect of Endermologie® when combined with external ultrasound-assisted liposuction (EUAL). Endermologie® after EUAL improves results with respect to cellulite and reduces the rate of follow-up revision.

Aesthetic Surgery Journal (November - December 1999) compared the results of Endermologie® with those of external ultrasound-assisted liposuction (EUAL) in cellulite reduction and body contouring. EUAL has no role in reducing cellulite. Endermologie® is the best choice for cellulite reduction.

Aesthetic Surgery Journal (September - October 1999) concluded that Endermologie® is recommended post-liposuction to maximize body contouring and reduce structural irregularities.

Aesthetic Surgery Journal (January - February 1999) report on pig tissue layers revealed Endermologie® causes a 400% increase in blood flow to the skin, which lasted for more than 6 hours after the end of the treatment. The study also revealed a 300% increase in lymphatic flow in the treated area and lasted at least 3 hours after the treatment.

Aesthetic Surgery Journal (November - December 1998) concluded that Endermologie® treatments cause a change in subdermal tissue architecture on pig tissue layers and an increase in production of new collagen by 130% in long term cases, which may be responsible for the smoothing of skin.

E N D E R M O L O G I E ®
C O S M É C A N I Q U E ®

C8 Pty Ltd ACN 098 072 381 Tel: 1300 368 688 Fax: 1300 368 388 Email
info@c8-endermologie.com.au

Queensland Office PO Box 299 Sanctuary Cove 4212 Queensland Australia Int
+61 7 5514 8444



Aesthetic Plastic Surgery (March - April 1998) compiled data on 85 women between the ages of 21 and 61 treated with Endermologie®, which showed an overall reduction in body circumference and body weight. Circumference reduction averaged 1.34 cm after 7 treatments and 1.83 cm after 14 consecutive treatments. A decrease in body circumference occurred in most cases even with the patients who gained weight.

Aesthetic Plastic Surgery (March - April 1997) studies 22 women between the ages of 24 and 48. All but one of the patients had a decrease in their mean body diameter index upon completion of either 7 or 14 sessions of Endermologie® treatments.

Details

Treatments cost approximately \$100-\$150.

Treatment length is approximately 35 minutes.

Between one to three courses of 12-15 treatments are recommended - preferably two sessions per week for the first four weeks, then one session per week thereafter.

Phone: 1300 368 688 for details.

More Information:

Jane Keighley
Publicity Consultant
C8-Endermologie®
Phone: 07 5530 7959
Mobile: 0403 504 624
Email: jane@gc.quik.com.au

ENDERMOLOGIE®
COSMÉCANIQUE®

C8 Pty Ltd ACN 098 072 381 Tel: 1300 368 688 Fax: 1300 368 388 Email
info@c8-endermologie.com.au

Queensland Office PO Box 299 Sanctuary Cove 4212 Queensland Australia Int
+61 7 5514 8444