

CONTENTS

4

EDITOR'S CHOICE

Vicky Eldridge tries out the Demilec Acoustic Wave Therapy® treatment

EDITOR'S CHOICE

DEMILEC ACOUSTIC WAVE THERAPY®



Like the majority of women, cellulite is one of my biggest body hang-ups. In my early 20s my thighs were smooth and bump free but in recent years the dreaded orange peel has begun to make its mark. Luckily for me I work in an industry where fixing imperfections is the name of the game, however working in the industry has also taught me that cellulite is notoriously difficult to treat and that many of the treatments out there can only improve, not get rid of, it.

So when I heard that Madonna, the queen of the age-defying bod, had had Demilec's Acoustic Wave Therapy® System installed at her pad, I was intrigued to find out what made this so different from the other cellulite busters out there.

AWT® works by stimulating the microcirculation in fat tissue and improving existing metabolic regulation disorders to reduce the visible signs of cellulite. Pioneered in Switzerland, AWT® was originally used to treat ligament damage. The interesting side-effect of the treatment was a remarkable reduction in the cellulite of the patients.

Acoustic sound waves are generated in an application handpiece and gently introduced to the affected body regions. Upon introduction into the body, the acoustic sound waves propagate over a large area and exert their stimulating and curative action in the skin layers. This results in skin smoothing and rejuvenation; breakdown of fat deposits; connective tissue tightening and improved retention of fat cells in the subcutis and reduced the circumference of affected body regions.

The mechanical stimulus produced by AWT® is known to be converted into chemical activity. This phenomenon is referred to as 'mechanotransduction'. The sheer force exerted by AWT® releases biologically active substances that lead to increased blood flow in all tissue layers, including the connective tissue.

A course of eight to 10 treatments with maintenance every six months is recommended. I have recently started my course and have already noticed an improvement. By the time next summer comes around I am hoping my legs will be more delicious than dimply!

Vicky

Vicky Eldridge Editor

01268 754 897 M: 07940 083 677 vicky@creativemedialtd.co.uk