



body elements

FOR IMMEDIATE RELEASE

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Body Elements Celebrates Successful Five Years Company Helped Establish Endermologie Presence in Northern Virginia

VIENNA, Va. – Aug 6, 2008 – Body Elements, LLC, Northern Virginia’s premier Endermologie® center, today announced it has completed its fifth successful year in business as one of the original providers of Endermologie in the Washington, D.C., metropolitan area. Endermologie is a holistic, non-invasive massage protocol that offers a variety of therapeutic, cosmetic and health benefits.

Since opening in July 2003, Body Elements immediately established itself as the only center in the region solely dedicated to providing Endermologie, a technology-based, deep-tissue massage process delivered by trained and certified technicians to tighten and tone the skin, increase metabolism and energy, and for women, to eliminate the appearance of cellulite.

Body Elements evolved from a small, two-person operation started by sisters Eva Swersey and Leslie Robertson, as co-owners who left corporate technology roles. Body Elements has since grown to a staff of 10 technicians who are trained on the most advanced, holistic programs available today. The company’s mission continues to be on helping clients to look and feel better using Endermologie.

Competitors and imitators invariably followed, not only offering Endermologie but also other beauty and wellness services. Body Elements distinguished itself – and in the process created a dedicated customer following -- from the growing number of entrants in the field by remaining focused solely on Endermologie. Over the last 5 years as competitors entered the field and later faded, Body Elements refined and evolved its core Endermologie services and protocols – while at the same time improving the results its clientele could expect.

“Body Elements was founded on providing great customer service and fantastic results -- all while offering a warm, nurturing atmosphere,” said Swersey, the company’s president. “That hasn’t changed; our clients relish coming here not only because they could expect results but also because they felt at home. The positive energy we promote in our facility and among our staff is undeniable.”

While Body Elements has helped hundreds of clients over the years the company isn’t standing still. Today, Body Elements is among the first centers in the nation to offer the newest, most advanced techniques available from Miami-based LPG, Endermologie’s U.S. parent company. The newest protocol, called Lipomassage by Endermologie 2008, is more targeted and provides visible results more quickly than any to date. Clients using Lipomassage are seeing results even after the first session.

As a massage discipline and service, Endermologie has been available in the United States for

more than a decade. Originally created by French physician to treat burn-related scars, the technology had an intriguing side benefit – it stirred up the body’s blood flow and metabolism through deep-tissue massage techniques. Results later demonstrated the techniques could help break down fat deposits in men and women (and especially cellulite in women). The massages are provided by certified technicians using a sophisticated machine called a Keymodule, which has a head with two rollers and a suction device. Clients wear a body suit designed so that the massage head glides easily over the body.

Body Elements noted its customers soon became devoted to Endermologie, and embraced its unique niche. Endorsed by plastic surgeons and dermatologists, Endermologie compliments the efforts of the medical community and provides more consistent, long-lasting and less painful results than invasive treatments like liposuction. Some Body Elements customers use Endermologie before and after liposuction to maximize their results.

Endermologie dramatically increases blood circulation, which results in a smoothing and tightening effect of the treated region – hips, thighs & buttocks for many women; abs and waist for men.

A series of massages, combined with a healthy lifestyle – exercise, a smart diet, lots of hydration – produce the best long-term results. Because Endermologie increases blood circulation by some 400 percent, it also helps burn fat and can lead to a more contoured body appearance.

The newer, customized Lipomassage treatments focus on targeted areas that are most troublesome. The protocol works by rapidly lifting the skin and folding it as it gently massages the fat cells, and releasing the toxins from the body. While Lipomassage by Endermologie 2008 can provide visible body contouring and shaping qualities more quickly, some customers do prefer classic Endermologie sessions for other therapeutic benefits.

About Body Elements

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You can find Body Elements on the Web at: www.body-elements.com