



body elements

FOR IMMEDIATE RELEASE

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Body Elements Launches New ‘Lipomassage’

First Area Company to Offer Advanced, Non-Invasive Protocol Targeting Diet-Resistant Fat

VIENNA, Va. – Aug. 1, 2008 – Body Elements, LLC, Northern Virginia’s premier Endermologie® center, today announced it would be the first to offer Lipomassage by Endermologie® 2008 in the Washington, D.C. metropolitan area. Lipomassage by Endermologie, is a new massage protocol based on the principles of Endermologie that targets fat cells directly and produces visible results more quickly than traditional Endermologie sessions. The company will also provide ‘regular’ Endermologie sessions for clientele who prefer its set of protocols – which focus on total-body treatments vs. targeted Lipomassage treatments.

Body Elements is among the first centers in the country to be trained in Lipomassage by parent company LPG of Toulouse, France. A recent third-party study in Toulouse concluded that Lipomassage 2008 more quickly and effectively stimulates fat metabolism and visibly eliminates fat accumulation in adipose tissue (fat cells). Clients who regularly use Lipomassage can expect to see tighter, more toned skin as well as improved body lines relatively quickly. These are the same areas that were often resistant to change but now respond almost immediately through lost inches and muscle definition. In the past results like these typically were achieved through invasive surgery; Lipomassage achieves its results holistically and with no pain or downtime.

.During the Toulouse study, led by Prof. Max Lafontan of the Comit Scientifique International de Recherche, researchers analyzed fluids exiting the fat cells following Lipomassage sessions and determined that mechanical stimulation of the inactive or unresponsive fat cells led to the body more rapidly – and naturally – eliminating them.

Lipomassage by Endermologie 2008 is a specific, highly targeted series of techniques that directly addresses and restores proper fat metabolism. These new techniques even reach deep fat reserves where diet, exercise and other similar stimulation techniques were not effective. The new protocol, combined with technological innovations and faster, longer lasting results, gave birth to Lipomassage by Endermologie 2008, which specifically refers to how the protocol directly targets the localized fat and cellulite and body contours.

"Lipomassage treatments speed up the metabolism of fat cells, so they go through their life cycles more quickly," said Eva Swersey, Body Elements’ president. "The new protocol helps the body eliminate fat faster than the cells can reproduce, so you not only lose cellulite, you lose inches in treated areas. The

activity works on all fat cells, even those on a woman's abs, thighs and buttocks, or a man's waist and lovehandles -- areas most commonly resistant to diet and exercise. Lipomassage by Endermologie 2008 is the first and only non-invasive treatment proved to encourage fat elimination from all targeted areas, for men and women, on a long-term basis. “

Body Elements is providing clients a new and improved ‘Roll-In’ technology protocol that features dynamic rotations for greater depth of action on stubborn fatty areas. With deeper action on skin tissue, the new protocols solicit muscles to work in tandem with isotonic movement, providing a more stimulating fat cell workout. Clients typically are seeing dramatic, visible results sometimes after just one session. In up to eight sessions clients can achieve the same results that would have previously taken 14.

“There’s just no question now,” said Swersey, “Lipomassage is the most effective treatment available for cellulite and fat elimination for men and women today.”

About Body Elements

Since opening in July 2003, Body Elements 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.

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