



## **VITALIA MEDSPA OWNER CATHY HILL INTRODUCES VELASHAPE FOR CELLULITE REDUCTION**

*Q: Cathy, tell us a little about your background and how you started Vitalia Medspa.*

A: Thanks for asking why I went from a government bureaucrat to an entrepreneur. It was actually a pretty reasonable next step for me. After graduating in pre-Med, I decided I didn't want to become a doctor but did want to stay in the sciences. I joined U.S. Geological Survey, an earth science organization, and was a scientist and Senior Executive for 30 years. It was a wonderful career that allowed me to get "down and dirty" with science studies the first half of my career, and help lead the organization the second half of my career. I loved every minute of it. But, you only go around once, and I have always wanted to own my own business.

I chose the MedSpa industry because I have a passion for helping people look and feel their best and because of the dramatic advances in laser technology. You no longer have to have surgery to maintain and enhance your skin's appearance and vitality. I could identify with that! I don't feel my age and don't want to look it yet, but am not willing to undergo any surgical procedures.

So bureaucrat to MedSpa owner was a natural evolution for me. I am now in the business of helping people look their best, realizing that when you look good, you feel good and tend to have an increased sense of energy and vitality. That's what I am all about!

*Q: I know you really like to stay on the cutting edge of the newest techniques for improving our looks at Vitalia--and I understand you have the*

*latest cellulite reducing machine there--can you tell us what it's called and how it works?*

A: We do have the latest piece of equipment for cellulite reduction and body contouring—it is called the VelaShape, but has been nicknamed the “Weapon of Mass Reduction.” It uses the same basic technology as the VelaSmooth, but has a much stronger radio frequency component. Its combined energies precisely target and heat fatty tissues within the treatment area, thereby increasing the metabolism in that area. In addition, the vacuum and tissue manipulation even out the skin to reveal a smoother, tighter figure.

*Q: Is this an improvement over VelaSmooth?*

**A: The VelaShape is a dramatic improvement over the VelaSmooth—and we saw great results with the VelaSmooth! However, the increased radio frequency results in improved cellulite and circumference reduction in as few as 4 treatments, rather than the 16 required for the VelaSmooth.**

*Q: What areas of the body would this treatment be most effective in shaping?*

A: The VelaShape is effective on any part of the body. Most popular treatment areas are the saddlebags, tummy, thighs, buttocks, the back at the bra line, and under the arms.

*Q: Are there any drawbacks to the treatment with VelaShape in terms of pain or recovery time?*

A: That is the beauty of the VelaShape! Most clients find the VelaShape comfortable—like a warm deep tissue massage. Treatments are safe and effective for all skin types and colors. There are no reported short- or long-term health effects.

*A: How many treatments are needed for the optimal results?*

Q: We recommend a minimum of 4 treatments, once a week. Gradual improvement of the treated area can be seen following the first treatment—with the skin surface of the treated area feeling smoother, firmer and

tighter. Results in circumference and cellulite reduction will be most apparent 6 - 8 weeks following the final treatment session. Clients average 1 inch reduction, although in clinical trials the range of reduction was 0.5 to 3.0 inches.

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