



EVA SWERSEY OF BODY ELEMENTS WITH THE LATEST ADVANCES IN CELLULITE REDUCTION USING ENDERMOLGIE/LIPOMASSAGE

Background: Eva Swersey is co-owner and President of Body Elements, Northern Virginia's leading Endermologie® Center. The company was founded in 2003 with the mission of helping women look and feel better about their bodies by offering Endermologie, a holistic, non-invasive treatment focusing on cellulite reduction and body sculpting. Over the past five years, Body Elements has served hundreds of women and men, improving not only their appearance but also their self-confidence and self-esteem. The Body Elements team administers the latest techniques and advanced protocols available to achieve visible results quickly and painlessly.



Q: Your company focuses on contouring and shaping people's bodies – with a special focus on eliminating the appearance of cellulite. What exactly is cellulite and how does it form?

A: Cellulite is hereditary – 90% of women get it whether or not they work out – and is a term that describes superficial pockets of trapped fat underneath the skin. It causes that uneven dimpling effect, with some calling it cottage cheese- or orange peel-skin. It typically appears on a woman's buttocks, thighs, and abdomen, and sometimes on the back of the arms.

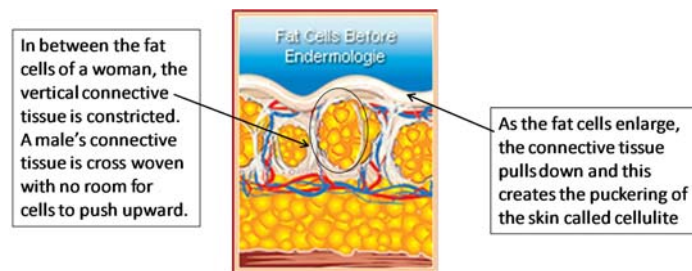
Men store fat differently – that's why you usually see paunches and love handles on them. Simply put, men store their fat in a more connected, horizontal nature and it expands outward. Women store it more vertically underneath the skin, and that's what causes the uneven look.

Here's how it works:

We are all born with a set number of fat cells. We never gain any or lose any unless they're surgically removed. The fat cells can change in size as we age because of a variety of factors -- hormones, genes, lack of water, too much caffeine, stress, medications, a poor diet -- to name just a few reasons.

The Endermologie protocols force fat cells to release toxins. After several treatments fat cells return to original size. Skin appears smoother, tighter and more toned. Often accompanied by reduction in waist, thigh or buttocks size.

The following images depicts what happens to fat cells when they expand.



Q: Is there any way to get rid of cellulite with diet & exercise?

A: No. We regularly see thin young women who follow strict workout and nutritional regimens and still have cellulite.

Q: Body Elements is known for Endermologie® treatments to reduce cellulite--what is involved in the treatment?

A: Endermologie treatments are relaxing, rejuvenating and feel great. We hear it all the time. Endermologie is a deep-tissue massage provided by our trained, certified technicians using a sophisticated machine called a Keymodule. It has a head with two rollers and a suction device and clients wear a body suit designed so the massage head glides over the body. The customized treatments focus on targeted areas that are most troublesome. It works by rapidly lifting the skin and folding it as it gently massages the fat cells, releasing the toxins out of the body. Typically, it takes several treatments before the client notices any changes.

Q: You now also offer Lipomassage by Endermologie 2008 treatments—how is that different?

A: It's a new and more advanced version of Endermologie. Our staff recently was trained on the newest techniques available. We not only tighten and tone the skin, reduce or eliminate the appearance of cellulite, but our protocols also re-shape and contour specific body parts such as the glutes, saddlebag-prone areas, and lower abdomen. This means we can actually diminish the circumference of these areas. The best part is that we can achieve this in a shorter period of time. It used to take 15 – 25 treatments. We now see results as early as three treatments. Results still differ from person to person but it isn't taking as long to achieve them.

For best results we ask our clients to perform isometric flexing during treatments. This method pumps more blood to the area, which speeds the process and also helps separate muscle from skin so that we can focus on the top layers more easily. Plus, the client is actually gets a mini-workout.

Q: What areas of the body can benefit?

A: Just about any area of the body. We ask our clients to choose two to three problematic areas that we can focus on and no more. This way, there aren't any wasted minutes.

Q: This is non-invasive, which is good news for many. Is there any pain, downtime or side effects from the treatments?

A: Great question. There are no negative side-effects. There is no downtime. There is no pain. Quite the opposite, clients look forward to their sessions for its relaxing benefits as well as its therapeutic ones. Lipomassage by Endermologie 2008 is a completely non-invasive, holistic procedure that increases energy levels, assists with lymphatic drainage and detoxification, and helps anyone recover more quickly from strenuous workouts and sore muscles – up to three times faster than if you did nothing. And of course it tightens and tones the skin as well as re-shapes and contours your body.

Q: How many treatments are needed and how long will the results last?

A: The answer is simple: It depends. Each body is unique and responds differently to the protocols. In just the last few weeks since we introduced Lipomassage by Endermologie 2008 we've seen some pretty dramatic results in just a handful of treatments. The goal is to achieve results fast. Because this treatment doesn't provide permanent results, clients should attempt to get a maintenance treatment every few months. Lipomassage by Endermologie 2008 has been cleared by the FDA to last up to 8 months.

USE THE LINK BELOW TO SEE BEFORE/AFTER PICTURES OF BODY ELEMENTS CLIENTS:

<http://www.body-elements.com/clients/clientphotos.html>

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