



"The most important thing in treating cellulite is to understand that one treatment does not fit all," says Anita Brzezinski.



THE BOOMING BUSINESS OF FIGHTING CELLULITE

TOP TREATMENTS TO TONE AND TIGHTEN

THEY SAY THAT NECESSITY IS THE MOTHER of invention, so with 90 percent of women suffering from cottage cheese thighs, dimple butts or orange peel skin—a.k.a. cellulite—it is no wonder that the number of different cellulite treatments keeps growing. From infrared sauna wraps and caffeine scrubs to lypo massage and ultrasound therapy, there are many ways to tackle this tricky problem.

Cellulite is fat trapped beneath the skin that pushes against connective tissue, having a dimpling effect on the skin. The myth that only heavyset people get cellulite is not true. In fact, it can be caused by hormonal factors, genetics, diet (especially diets high in fat, carbohydrates and salt), lifestyle (smokers and sedentary people are more likely to have it) and even prescription medications.

"The most important thing in treating cellulite is to understand that one treatment does not fit all," says Anita Brzezinski, owner of Organelle Spa in Las Vegas, NV, who has 17 years of experience treating cellulite. "There are different degrees of cellulite, but also each client has a different history. Each client needs to be assessed to find out about their diet, health and lifestyle, if they take medications, have a thyroid problem or are on hormone therapy. All of these things have an effect on the body, and before deciding which type of treatment to use on each client, a thorough intake needs to take place."

Unlike with estheticians, massage therapists, or even eyelash technicians, there is not yet a certification or even unaccredited courses offered for cellulite therapy. It helps to have a massage therapy license, but people really need to educate themselves or hire someone with experience to walk them through the technological equipment and methods, which is a service that Dae Flesher, owner of The Cellulite Clinic in Studio City, CA offers.

If you are considering adding cellulite treatments to your spa's menu, knowing the different methods, how they work and what type of client is suitable for each is your first step.

INFRARED BODY WRAPS AND INFRARED SAUNAS

The infrared body wrap or infrared sauna session is a great first step to any of the cellulite treatments, as it works to sweat out the toxins to prep the body for the treatment. "For clients living an unhealthy lifestyle—someone without a good diet or who drinks too much alcohol—I put them in the infrared sauna for 30 minutes each time they come in for their cellulite treatment," says Brzezinski, who offers one 25-minute infrared sauna session for \$25 or a package of 10 for \$200.

For the infrared body wrap, a client is simply wrapped up like a burrito in a heavy wrap and laid on a massage table to sweat. Some spas have

continues

BY CAROLINE CANETTI



infrared saunas that clients sit in. "You lose only water in the sauna; it is not weight loss, but it is an important way to detox the body," says Flesher.

TRADITIONAL SAUNA

Likewise, simply sitting in a hot sauna consistently can help with cellulite reduction through the release of water and toxins from sweating, especially when paired with a healthy diet and exercise.

"Health experts recommend spending between eight to 10 minutes in the sauna per entry, approximately two to five entries per visit," says Shirin Azhdari, assistant spa manager at Voda Spa in West Hollywood, CA. The Voda Spa is known for their Russian Dry Banya, which is kept between 200-220 degrees Fahrenheit with low humidity.

"However, we always tell our clients to listen to their bodies and stay properly hydrated," Azhdari says. "To experience the greatest health benefits from sauna use, we recommend visiting the spa twice weekly."

SKINNY BODY WRAP OR DETOX WRAP

In these wraps, which are marketed under a variety of names (skinny body wrap, inch-loss wrap, detox wrap or weight-loss wrap), the client is first wrapped in elastic bandages that are soaked in either minerals or herbs, and then wrapped in the hot infrared wrap.

"This treatment eliminates toxins and impurities that have built up in the body's lymphatic system, which is the body's dumping ground for waste. Removing toxins that have built up in your

cells allows you to break down cellulite easier. We use a natural herbal solution because I find the herbal to be more hydrating than the mineral solutions," says Flesher, whose The Super Skinni Body Wrap with Heat Therapy runs for 90 minutes, with one session costing \$115, four sessions for \$425, eight for \$750 and 12 for \$1,020.

Lindsay Eberhart, lead esthetician at Beach Ready Spa in Seaside, FL, says their Inch-Loss Body Wrap (110 minutes, \$200) is one of their most popular body treatments—especially for summer! "You can lose inches in one session, and it's especially great to do the day before, or morning of, a day you need to fit into a special dress, or for your wedding day or a special event. However, you get the best results with a series of six sessions for \$960," she says.

ENDERMOLOGIE (LYPO MASSAGE)

"The oldest method is endermologie, a mechanical manipulation like a vacuum massager that you use to roll out cellulite. It's a good lymphatic drainage technique. This works great on younger people whose skin elasticity is intact and they don't need skin tightening," says Brzezinski. Her Organelle Spa sells one endermologie session (lypo massage only) for \$99, 10 for \$889 or 15 for \$1,189, as well as cavitation cellulite reduction for \$299 or packages of 10 for \$1,999.

The Cellulite Clinic's 60-minute Lypo Massage runs \$350 for four sessions and up to \$925 for 16 sessions. "We typically do the lypo massage first and then put the client in our infrared heat wrap to help flush out the fat and fluids," says Flesher.

THERMAL

"This method works well with, for example, someone who is 150 pounds and 50 years old," explains Brzezinski. "It uses radio frequency to shrink the collagen inside the skin. It heats the tissue and cellulite under the skin and makes it mushy, liquefied and then you use the massager on top of it to push it out through the lymphatic system. You secrete it through the urine."

CRYO

"This is the method where the fat cell is broken down by being chilled. This has more effect on localized fat, like on the stomach or hips or butt, as a spot treatment. An example of a person who is a good candidate for this is someone who is fit, but has that one area of fat that never goes away," says Brzezinski, whose cryo-lipo cellulite reduction treatments run \$399.

ULTRASOUND

"This is most effective for cellulite. Therapeutic ultrasound at different velocities goes into the skin and vibrates the cellulite, which helps break down the molecules. This works especially well for the butt and legs," says Brzezinski.

The Cellulite Clinic offers their UltraSound Fat Blast in 30-minute sessions (five for \$550 and

10 for \$800). "This kills the fat dead. The fat sits there for a few days dead and then the body recognizes it's a dead entity, and so it metabolizes it through the liver and it comes out through the bowels. We use a wand that has sound waves that we work over very targeted areas, such as a muffin top or love handles," says Flesher.

BODY CONTOUR WRAPS

The Body Contour Wrap (two hours, \$160) at the Spa at Oak Haven in Sevierville, TN is another take on the slimming, cellulite-reduction and detoxifying wraps. "The various treatments do differ in many ways, but really whether it's marketed as a detox wrap, cellulite treatment, inch-loss wrap or slimming wrap, it's doing the same thing," says Oak Haven Spa Director Emily McBrayer. "They all stimulate your lymphatic system to help you flush toxins from under the skin, and that helps to smooth out the appearance of the skin."

In this wrap in particular, whole body measurements are taken before and after the wrap and, according to McBrayer, a healthy person with less toxins typically loses three inches, while a less healthy person with more to purge can lose up to 12 inches. "Inch loss is a big draw for this, but it also helps with re-contouring, skin hydration and smoothing and circulation," she adds.

SCRUBS AND MUD WRAPS

Another useful method of cellulite reduction does not use mechanical manipulation at all. Rather, there are various scrubs and mud wraps on the market that work well. The Cellulite Clinic's Malibu Massage (45 minutes; four sessions for \$335 and up to 16 sessions for \$1,000) combines the Java Junkie anti-cellulite scrub with a deep manual lymphatic massage, topped off with the infrared heat wrap.

"You see a difference in the texture of the skin and in the cellulite after just a few treatments. This is also good for clients who prefer the manual feel of the massage as opposed to using the wand," says Flesher.

The Clinic's Anti-Cellulite Coffee Mud Wrap (45 minutes, \$99) is for clients who do not have deep dimple cellulite, but rather more of a rippling effect. "There are varying degrees of cellulite, which is why we offer such a variety of treatments. For this one, the caffeine in the mud acts as a diuretic to release trapped fluids and impurities that cause the cellulite. We put the mud on,

continues

"They all stimulate your lymphatic system to help you flush toxins from under the skin, and that helps to smooth out the appearance of the skin."

The Clinic's Anti-Cellulite Coffee Mud Wrap (45 minutes, \$99) is for clients who do not have deep dimple cellulite, but rather more of a rippling effect.



Water therapy is yet another route to go. Love Thyself Day Spa in Dallas, TX offers a variety of therapeutic baths for \$65 that help with cellulite reduction.

wrap them in plastic cellophane and put them in an infrared wrap. You see a difference after one treatment," says Flesher, who says it is very popular with celebrities.

Additionally, Flesher offers at-home treatments, a.k.a. The Celebrity Treatment, for a \$100 travel fee on top of the regular cost of the treatment, for clients who want more privacy or have hectic schedules. Another popular offering from The Cellulite Clinic are their retail products—The Java Junkie 3-in-1 Cellulite Treatment System, which includes the "mud" that she uses in the mud wrap for \$22 and the Super Skinni Body Wrap Kit, which includes everything one needs to do four wraps at home, for \$100.

HYDROTHERAPY

Water therapy is yet another route to go. Love Thyself Day Spa in Dallas, TX offers a variety of therapeutic baths for \$65 that help with cellulite reduction. "We offer seaweed baths, a detoxifying clay bath and a signature essential oil bath which contains a proprietary blend of quality oils, essential oils and Dead Sea salt. The seaweed is fresh, and for the detox clay bath we have them drink the clay as well," says Lisa Weeks, owner of Love Thyself Day Spa.

All of their baths start with dry skin brushing—also a popular at-home treatment for cellulite sufferers—to assist with lymphatic drainage, light exfoliation and increased blood flow. "We include a cool water or cool water/essential oil spritzer bottle as an option for the client to spray the face and body, thereby alternating the temperatures for increased blood flow, stimulation of nerve endings for cool down and refreshed vigor," adds Weeks.

PRESSOTHERAPY

Pressotherapy is another non-surgical lymphatic drainage method that is especially beneficial to clients who are obese and have cellulite in the legs due to poor circulation. In this process, a compression system is used to increase the venous and lymphatic flow and enhance extra-cellular fluid clearance. How does it work? A computer-controlled pump inflates the individual sections of the multi-chambered garments, which are positioned around the limbs. SkinWorks Beauty Clinic in New Zealand prices their pressotherapy treatment for legs, abdomen and arms at \$50 for 30 minutes, while White Rose Spa in Irvine, CA offers it at \$90 for a 40-minute session or \$450 for a package of six treatments. ■

Increase the effectiveness of your spa treatments for clients with these home care program recommendations...

- | | | | |
|--|--|--|--|
| + M'LIS
MAINTAIN
(ANTI-CELLULITE
LOTION)
mlis.com | + ÉMINENCE ORGANIC
SKIN CARE
CINNAMON PAPRIKA
BODY LOTION
eminenceorganics.com | + CIRCADIA BY
DR. PUGLIESE
FIRMING AND
SHAPING GEL
circadia.com | + DERMaware
HEAVENLY BODY
CONTOUR GEL
dermaware.com |
| + PROVENCE COSMETICS
BIOSLIMMING
ACTIVE SLIM GEL
provencocosmetics.com | + MESOESTETIC USA
SLIMMING SHOCK
mesoesteticusa.com | + KNEIPP
ANTI-CELLULITE
INTENSIVE CREAM
kneippus.com | + FAKE BAKE
LIPO BRONZE
fakebake.com |
| + KERSTIN FLORIAN
INTENSIVE
SLIMMING SERUM
kerstinf Florianusa.com | + ALCHIMIE FOREVER
OPTIMIZING BODY
CONTOUR GEL
alchimie-forever.com | + BON VITAL'
BV SPA ANTI-CELLULITE
CRÈME
bonvital.com | + MIO FIT SKIN FOR LIFE
SHRINK TO FIT
CELLULITE SMOOTHER
mioskin care.com |
| + HYDROPEPTIDE
FIRMING MOISTURIZER:
SLIMMING BODY
REJUVENATION
hydropeptide.com | + MATUS PARIS
SMOOTHING
CELLULITE CREAM
MyRDM.com | + PHYTOMER
GLYCOLIGHT NIGHT
CONTOURING BI-GEL
Phytomerusa.com | + FLEUR'S
CONTOURING
PERFECTION
CONTOURING FIRMING
CREAM
fleurusa.com |
| | + BEAUTY SECRETS
YTSARA GREEN TEA
YOUTH BOOSTER FACE
& BODY MASK
bsecrets.com | + DERMASWISS
ANTI-CELLULITE CREAM
dermaswiss.com | |