





Keeping trim without the effort of exercise: the Arasys unit, already used in beauty salons, could be put to work in hospitals to tone the muscles of bedridden patients

Fighting the flab without sweat

A SCIENTIST has invented a machine he claims will keep people trim without the need for exercise and could help reverse muscle-wasting conditions such as multiple sclerosis, writes Sean Hargrave.

The Arasys exerciser unit (fARAdic SYStem), developed at London's South Bank University Technopark, is already being sold to health clubs and beauty salons for those who want to lose weight without putting in the effort.

Now the machine's designer, Gerry Pollock, is searching for hospitals and clinics that could help him test the system on disabled patients who are unable to exercise. He believes Arasys could prevent the muscle wastage common among those confined to bed or a wheelchair.

The machine flexes muscle by passing tiny electric currents through nerve endings at either end of muscle

groups. This makes the tissue contract for two seconds, as if it were being put through a gym workout.

A typical session with the machine lasts 17 minutes. Pollock says this is because people can feel tired if they have a longer stint and do not notice as much benefit as from a shorter session. He claims each treatment is the equivalent of doing 300 sit-ups and that three sessions are all that are needed until weight loss can be measured.

The Arasys system can treat four sets of muscle simultaneously. In cosmetic use these are normally the stomach, bottom, thighs and calves. In medical use, this would change to exercise the parts of the body a patient cannot move.

Pollock, a chemist, claims his technology is superior to machines that make similar claims of effortless

weight-loss because of the electric wave form he designed. He says his electronics expertise, that was used in the development of the first pacemaker, ensures the muscles are exercised at the correct speed for the optimum duration.

This involves controlling electrical impulse to avoid suddenly jerky muscle movements. To achieve this, Arasys generates smooth rather than spiked electrical signals so that the muscle is stretched in a manner more similar to way it behaves during real exercise.

"We only discovered how long and intense the signal should be through trial and error during the system's five-year development," says Pollock. "Just passing any old electrical signal across a muscle simply doesn't work."

Besides helping the disabled, Pollock believes his machine could be used to return strength to the elderly

and those who suffer from multiple sclerosis.

His niece, Angela Sylvester, a qualified nurse, regularly uses Arasys on four ME sufferers who are unable to exercise. She claims they all report they feel stronger.

"One of the ladies used to be a fitness instructor, but because of her condition she cannot work out any more," says Sylvester. "she benefits from being able to stay trim and exercise muscles that would otherwise be hardly used."

Pollock hopes his invention will soon be put to its original healthcare use and is keen to talk with clinics and hospitals that believe they could help him tailor the system for individual conditions.

"I need to talk with experts so that we can decide if the present electrical signal is appropriate or if it needs changing," he says.



PERFECTOR FACE LIFT

www.foreveryounginc.net

8:10 55°
FOX 6
NEWS

PHOENIX - 54° JULIAN - 42° KEARNY MESA - 51° M



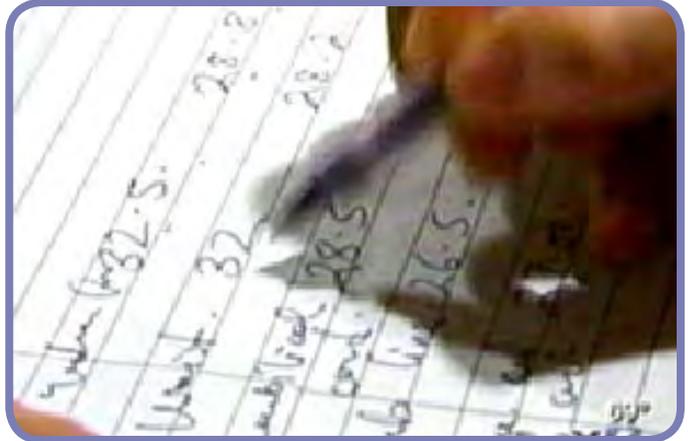
15



LATER

Gain With No Pain

FOX 6
NEWS



THE ULTIMATE LAZY WORKOUT



ARASYS INCH LOSS SYSTEM

www.foreveryounginc.net

8:37 59°
FOX 6
NEWS

PHOENIX - 54° JULIAN - 42° KEARNY MESA - 51° M



ARASYS INCH LOSS SYSTEM

www.foreveryounginc.net

8:37 59°
FOX 6
NEWS

PHOENIX - 54° JULIAN - 42° KEARNY MESA - 51° M



leads are then attached to each plate and plugged into the Arasys machine which produces faradic waves, proven to shape and contract muscles.

Feel Initially you experience a tingling sensation that soon turns to deep, soothing contractions. Is this the nearest thing to an orgasm the beauty world has to offer? Possibly.

Result I was well and truly amazed! You may need a course of 10 treatments to see the best results (an overall loss of 12 inches), but even after my first session I noticed a difference. My jeans were looser (albeit marginally) and the faradic waves had somehow pampered my self-will into action. This time I was going to get toned (just one treatment convinced me to sign up for the whole course). Providing you eat sensibly and exercise, the benefits from an Arasys course should last.

effortless EXERCISE



If the mere idea of exercise leaves you feeling out of breath, follow the no-sweat route to a firm, toned body – let a machine take the strain. *Annabel Goldstaub reports*

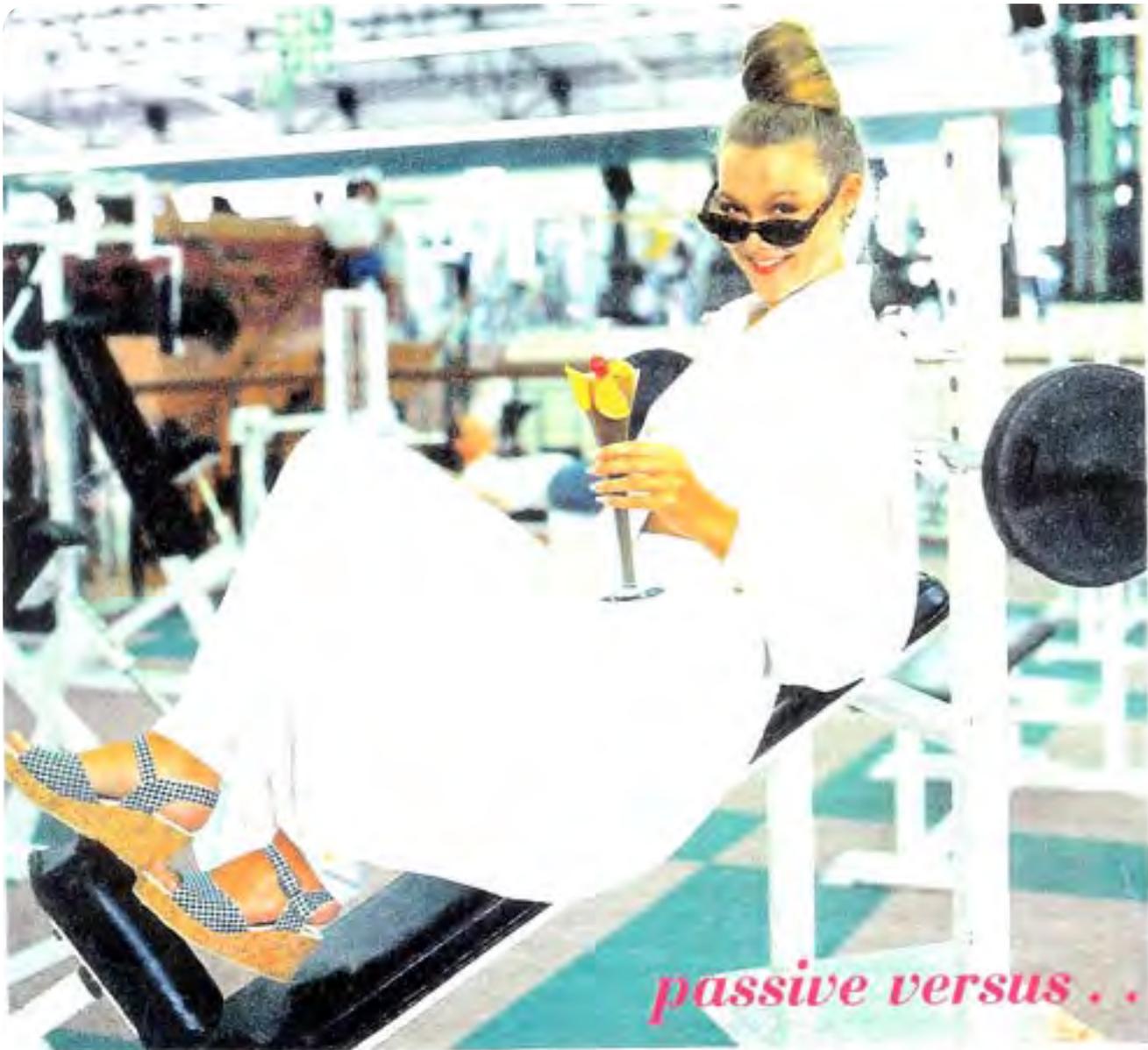
ARASYS

If there was a machine to break down cynicism as well as cellulite, I'd leap aboard. So it was with some trepidation that I hurled my wobbling form on to the Arasys treatment couch. How, I asked myself, can one machine tone muscles, reduce cellulite and produce such loss in a mere 15 minutes?

Technique Arasys was invented in the UK by Dr Donald Gilbert, an expert

in cellular biochemistry, and Gerry Pollock, electronic inventor and pioneer of the pacemaker. On your first session, a trained therapist measures the areas to be treated – buttocks, thighs, stomach, hips, waist, arms and so forth. Then, without using messy gels or creams (a feature of many slimming contraptions), sponge-covered electric plates are strategically placed on the body and held in D-





how the **WAIST**

You can lie back and lose centimetres, or pump iron and eat like a horse to lose fat. HEDI LAMPERT KEMPER rates the latest passive and active ways of getting in shape

Photographs: PETER BAASCH

Model: LYNN from The Sports Connection



I lost 4cm around the buttocks, 6cm across the tummy and 3cm on the waist. The rest came off the diaphragm, hips, thighs and above the knees. The treatment seemed to help me lose in all the right places. I didn't diet during the treatment, but I didn't overeat either. I also carried on with my usual exercise programs.

The results are supposed to last as long as you eat sensibly and exercise moderately. If you revert to your slothful ways, you'll be back where you started. Fortnightly maintenance sessions will also help to keep you more toned. I recommend the Arasys system, but I would not view it as an end in itself, since it won't make you fitter, just more cosmetically toned, and it doesn't help you to make permanent lifestyle changes which are really the only answer to successful weight control. It is, however, really helpful for spot reduction and should be used in conjunction with regular exercise and controlled eating.

Building muscle is vital to the process of fat loss, because it is in the muscle cells that fat is burned for energy

was won

I view the concept of passive exercise with as much faith as Sharon Stone probably has in any director who says, "Lose your panties: they're causing too much glare for the camera." But when a friend, who'd subjected her body and bank balance to every promise of exertion-free inch-reduction raved about a new, electronic muscle-contracting machine. I thought I'd give it a try.

So in the interest of research. I had myself strapped up to the terminals of an Arasys machine... to willingly experience electric shocks, or, rather strong electronic impulses which build from a ticklish tingle to a Herculean contraction that is quite alarming initially, but you soon get used to it.

The pulsating electronic currents cause the muscles to relax and contract, mimicking isometric exercise which is what Callanetics is based on. The Arasys Inch Loss System was developed by doctors with vast experience in biochemistry and electronic fields and systems, including those used in pacemakers.

According to its developers, their machine differs from other electronic-impulse slimming-machines in that it has a different wave form which works the muscles on a deeper level and over a larger muscle area. Apparently one 20-minute session on the buttocks is equal to 400 strenuous bum raises. If you are very inactive, you might feel quite flushed after a session, and might even experience a mild muscle ache the next day.

From fat to flat

'I lost three inches off my stomach!'



Debbie, Wendy, Lesley and Frances tried four different tummy-toning treatments and gave us their verdicts



Debbie Rau, 37, from East Sheen, London, is a housewife with two children - Dominic, 11, and Anelise, five
HEIGHT: 5ft 2in
WEIGHT BEFORE: 10st 10lb
WEIGHT AFTER: 10st 6lb

HOW:
ARASYS This is a new inch-loss system which works by sending a faradic (electrical) current to stimulate, tone and firm tummy muscles. It also reduces cellulite and breaks down body fat. A

MEASUREMENTS
BEFORE: waist, 35in; tummy, 41½in; hips, 41in; buttocks, 40½in
AFTER: waist, 34½in; tummy, 38½in; hips, 40in; buttocks, 40½in
LOST: weight, 4lb; waist, ½in; tummy, 3in; hips, 1in

about the treatment. It was quite strange - it felt like having wriggly worms in my tummy. At first I didn't want them to turn the machine up too high but I got used to it. The more often I went...



From the
NEW YORK POST
Click Here

NYC Weather
34 degrees
OVERCAST

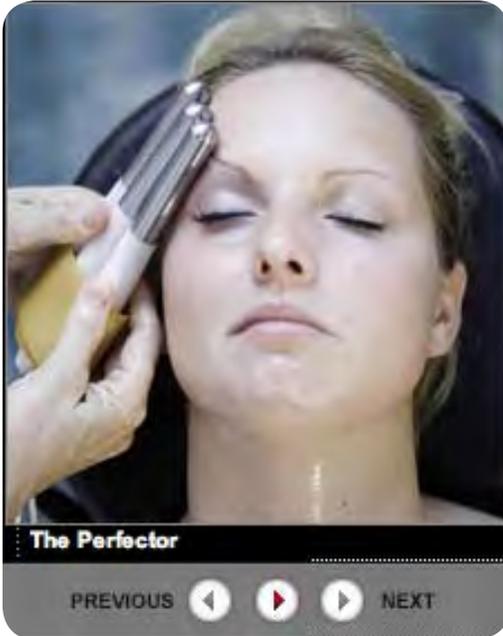
NEW YORK POST
24 HOURS A DAY

Tuesday, January 30, 2007
Last Update: 03:05 PM EST

REAL ESTATE
DA
powered by
YAHOO! SEARCH

HOME NEWS SPORTS PAGE SIX BUSINESS ENTERTAINMENT OPINION TV CLASSIFIEDS MO

Pulse Home | Movies | Music | Food | Fashion | Theater | Health | Travel | Comics & Games | Horoscope | Dating | Weddi



THE LUNCHTIME FACE-LIFT

SPEEDY TREATMENTS PROMISE NO WRINKLES
BY AFTERNOON MEETINGS

.....

January 30, 2007 -- OIL changes. Eating a salad. Having a fling in a hot
And now, joining the list of things you can do in 30 minutes over your
lunch break: a face-lift.

Gone are the days of pretending to be on vacation while hiding out in
doctor's office in Mexico. A host of procedures are being advertised as
"insta-lifts," makeovers that take minutes to do and don't leave major
scars...

...30-minute pick-me-up procedures include:

THE PERFECTOR

Cost: It depends on the spa, but expect to pay anywhere from \$200 to \$350 per treatment

What it is: A computerized device that lifts facial muscles - increasing collagen and elastin, while building tissue. Developers say it doesn't cause trauma to the skin. It also reduces pigmentations and acne and can be used after plastic surgery to reduce scarring.

How long it takes: 45 minutes per treatment. Recommended maintenance is every six weeks. Effects are permanent after six to eight treatments but will vary depending on skin types.

Where you can get it done: G-Spa (inside the Hotel Gansevoort, 18 Ninth Ave., [212] 660-6733); arasysperfeCTOR.com to find locations and spas.

ARASYS III

Cost: Treatments run \$100 to \$150

What it is: Builds muscle by shocking the nerve in charge of the muscle, causing a contraction and increasing metabolic rate. Also suppose to reduce cellulite and inches by burning fat during the shock exercises.

How long it takes: 30 minutes. Some patients see 1 to 2 inches of body fat taken off after the first treatment. Repeat as often as you like depending on individual goals. Best used in conjunction with an exercise program over a four-to-six-week period. One treatment is equivalent to two to three hours in the gym.

Where you can get it done: Starting next month at G-Spa.

PULSE: The year in health-related news. 3E

FLORIDIAN

TUESDAY, DECEMBER 30, 2003 ■ THE TIMES

SECTION
E

TO CONTACT US
ABOUT FLORIDIAN:
By phone: (772) 883-9221
or (800) 353-7465, ext. 8221
By fax: (772) 882-2327
Mon.-Fri.: 9 a.m. to 6 p.m.
By e-mail: floridian@spainet.com

A touchy trend gains a handhold

A rise in hand-holding — from public events to the dinner table — disturbs some Americans, who can't grasp its popularity.

By SARAH MCBRIDE
Staff Writer

Sitting out recently for the wedding of some friends in Alexandria, Va., Kenneth Wolfe expected the worst. Sure enough, about halfway through the ceremony, a female acquaintance tried to take his hand.

Wolfe was prepared. "At funerals and weddings especially, what I do is have a rosary in my left hand, and a rosary in my right hand," he says. With his hands full, he could politely smile at his friendly neighbor, who had to withdraw her outstretched palm.

Wolfe, a government worker, is one of a growing number of Americans who think that hand-holding has gotten out of hand.

Many people say they have

noticed hand-holding breaching out at events where they wouldn't expect it. Some Boston Red Sox fans were agitated to see it in the stands during tense moments of the playoffs in October. Ministers and rabbis say hand-holding during grace at family meals is on the rise. Miss Manners, the etiquette guru, addressed the issue of hand-holding in church in a column last year. Her advice to those uncomfortable with the practice: "Put both your hands behind your back and give your unknown neighbor a regretful little shake of the head, accompanied by a friendly look, to indicate that it is nothing personal."

The hand-holding trend follows the rise of evangelism, a possible yearning for more affection after the

Photos see **HANDS** 2E



Times photo — ANNALEN RYAN
Army Hicks demonstrates the Perfector, a nonsurgical facelift, on Diane Aradi, both of the La Bella Vita day spa in Duneedin.

A new wrinkle in the battle against aging

An electrical device promises some of the benefits of a facelift without surgery. Does it work? Plenty of people are willing to give it a try.

By MEGAN SCOTT
Times Staff Writer

Like most women of a certain age, Peggy Lyon is worried about looking old.

At 67, she has excess fat under her chin, puffiness under her eyes and wrinkled skin on her neck. Even the area around her cheeks has started to sag.

The freezing creams don't work, she says. Neither do the facials. And she didn't dare go under the knife. But now she has turned to an electrical device that's supposed to set the biological clock back a few ticks, if only temporarily.

"It felt wonderful," said Lyon, a seasonal Clearwater resident who has undergone two treatments. "My skin had a real glow."

The device's name has the glow of hype: the Perfector. Lyon and more than 100 other

women in Central Florida are being treated with it, but not cheaply. An hour's worth of Perfector treatment costs \$125.

The machine uses small amounts of electrical current that, according to its maker, stimulate facial cells and improve signs of aging such as wrinkling and sagging. The current also helps reduce puffiness under the eyes, said Amy Hicks, a licensed aesthetician and owner of La Bella Vita Day Spa in Duneedin.

Hicks has the only Perfector machine in the state, according to the company's U.S. distributor, Forever Young. She discovered the machine this summer when she attended the International Aesthetic Spa Conference in Las Vegas.

She received a treatment from Forever Young president Marya Sutra-Weiss and was so pleased with the results that she shifted

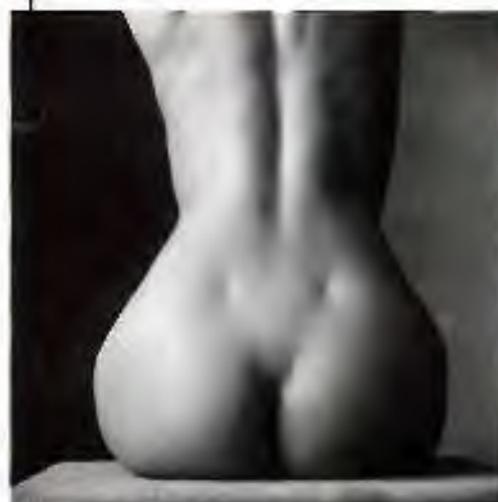
Photos see **AGING** 2E

A FINE BALANCE: HOW TO LOOK AND FEEL YOUR PERSONAL BEST

JUN

TEAM USA

AMERICA'S OLYMPIC HOPEFULS



BODY WORK
NUDE MODEL, PHOTOGRAPHED BY
IRVING PENN. VOGUE, 1994.

THE SKIN I LIVE IN

IF YOU'VE EVER witnessed ironers at a French laundry and heard the whooshing sounds their state-of-the-art steam machines make, that comes close to my experience of a cell-stimulation therapy called endermologie. For one week in Beverly Hills, I spent two hours a day with aesthetician **Rita Czech**, having a futuristic-looking machine apply pressure all over in an effort to promote cell growth, increase metabolism, and sculpt the body. Patients wear bodysuits, and Czech guides a handheld suction brush attached to the machine over the body's surface. It felt as if I were being ironed (Czech, who discovered the therapy in a Paris hospital, calls it "mechanical rolling"), which sounds worse than the soothing procedure actually was. I underwent another therapy called Arasys, which claims to boost circulation, burn fat cells, and detox by stimulating nerves—like working out without the gym (but don't think it can replace a healthy diet and exercise!). This was my version of spring cleaning, and at the end of each session, I indeed felt a lightness of being and was newly energized. **Tom Ford** noticed my glow over dinner at the Tower Bar. I happened to meet up with **Natalie Cole** on the flight back to New York. Cole, who is a Czech fan, told me, "I think I'm going to go back!" Agreed. cellulitesolutionsla.com. —A.L.T.

Instead of trying to provide a simple and quick answer to all of these pertinent questions we thought to simply ask movie stars how they do it. Ask them confidentially, too, because they probably don't want anyone else to know their secret to a shapely physique.

It took a lot of effort and several phone calls before one of the "stars" directed us to a novel technique, which is designed to burn fat, build muscle and help you lose inches, as well as jump-start your gym regime or increase stamina for those who do like to exercise. Apparently the treatment enhances your health through detoxification and oxygenation—crucial parts of the therapy that produce dramatic cellulite-reducing benefits. Although the procedure and related results sounded too good to be true, we took the plunge with faith in technology and made contact.

Possible solution

The celebrity sent us to a spa where we underwent a fat burning and inch loss treatment. It felt like an "electronic corset" that squeezes you and makes you feel as if you are doing thousands of effortless situps. It was truly a unique experience where you feel as if you are exercising, albeit without strain, pain or sweat. Within a half an hour I had lost two inches off my waist, down to 30 inches. My partner lost 2.8 inches on her waist and 3 inches off her abdomen. I was delighted to find out the next day that my waist measured 29.5, an extra half an inch less, although I am not sure whether the additional half inch was related to the treatment. Nevertheless, that night I slept well and in the morning, I felt rejuvenated and healthy.

Excited, we called our source back to find out more about this "miracle" therapy. It's called Arasys, a cutting edge electronic device designed to provide a no-sweat, high powered workout for muscle building and body shaping. Developed at London University by the coinventor of the first pacemaker, Gerry Pollock, Arasys is an effective procedure to shape up.

How it works

The science behind the device is absolutely fascinating. After 17 years of research the inventor developed the Arasys waveform, which is proven to resonate brain signals to nerves that control muscles, providing the clean muscular contractions you get during body building or exercising. Arasys is made up of 1,000 complex waveforms, which were built into the device by Pollock. The Arasys signal has the clarity and accuracy that resembles the biological signal for muscle contraction, which renders the device unique.

continues

Losing inches is a major challenge, as our fast-paced society leaves little room for exercise.



The Arasys signal has the clarity and accuracy that resembles the biological signal for muscle contraction, which renders the device unique.



Now let's review some biology. Muscle cells do not receive or understand brain signals. Only muscle neurons understand the brain signal that Arasys has been designed to resonate. The action of signaling the nerve-controlled muscle causing a muscular contraction is a far more complicated process than muscle stimulation alone.

Unlike most electrical muscle stimulators the Arasys signal targets the neuromuscular connection, the area where a motor neuron attaches to a muscle. The neurotransmitter acetylcholine, which transfers nerve substances, is released from the nerve's core when its impulse reaches the neuromuscular connection. A wave of electrical changes is produced in the muscle cell as the acetylcholine binds to the cell's surface. Calcium is then released from the area in the cell

that is involved in the production of proteins and phospholipids—building blocks of cellular membranes. Each impulse from a nerve cell causes calcium release to bring about a muscle contraction that simulates the effects of physical activity.

Multiple uses

The Arasys device is helpful for those who have little time on their hands to conduct a full workout at the gym. Its technique enables users to achieve results of a lengthy exercise session in far less time. Yet the device is not only applicable to those of us who run around all day only to pick up dinner on our way home when we're running late. Arasys may also benefit people who have a limited capacity to move about, are not able to go out in search of physical activity, have a medical condition that inhibits movement or are too weak to exercise but could sure use its benefits. The device may also assist people back to health, not just provide beautifying results. Those who are under medical care, of course, should check with their doctor before making any changes that may deviate from their daily routine.

In summary, Arasys works through a sophisticated and complex manner beyond muscle stimulation, as its technology creates full muscle contractions that are analogous to the movement produced by regular exercise. ■

Gerry Pollock continues to conduct research and development on a variety of science-related projects at the Innova Science Park, a European community funded research center.

Born in Paris, France, Danielle Delon freelances in her place of birth, as well as in Miami, Florida, conducting nonfiction reviews on cosmetic devices, face creams and serums. She has been published in a number of magazines including health and housekeeping publications. Delon specializes in women's health and fitness, alternative medicine and investigative scientific journalism. She graduated from the University of Paris with a bachelor of arts in journalism.

imagine

Dr. Xanya Sofra-Weiss: "We are proud to report that we have completed our research on Nanotechnology for the Perfector. During our clinical studies of using the nanoampere range we saw wrinkles disappearing in seconds, muscles lifting and the lift lasting for as long as a month after only one treatment. We also saw dramatic results with hyper pigmentations. Perfector technology has always been more advanced in terms of the clarity of its signal and the stability of its waveforms. But we've never seen the pervasive results we observed with nanotechnology, neither with the previous settings of the Perfector nor with any other cosmetic procedures."



Perfector Introduces Nanotechnology to Cosmetic Procedures

Q: Why nanotechnology?

Dr. Weiss: The importance of nanotechnology that uses nanoamperes (one over a billion of an ampere) to resonate biological signals is immense. It has been known since 2001 (Nobel Prize in Physiology and Medicine) that biological signals are in the pico amperage range (one over a trillion of an ampere). Clinical studies in Ks Electronics and our UK and USA research departments have clearly shown that waveforms delivered in the nanoampere range (one billionth of an ampere) are significantly superior than waveforms delivered in the microcurrent range (one over a million) in building skin and muscle tissue and

restoring the skin's overall youthful freshness and glow. Results were significant in the $p < 0.001$ range for the 48 individuals who received the treatment with nanoamperes.

Q: Was this a double blind study?

Dr. Weiss: Yes our study was double blind and we used a within subjects design. Treatment with nano was significantly superior to treatment with microcurrent for all variables. The consistent superiority of using nanotechnology suggests that the discrepancy between the pico ampere biological signal and the microcurrent signal may be too great to adequately support and enhance the biological process of skin and muscle

tissue building and overall skin rejuvenation. However, the nanoampere signal is much closer to the biological pico ampere signal and therefore resonates with biological signals more efficiently to enhance skin and muscle tissue building and overall skin rejuvenation.

Q: What is the importance of resonance?

Dr. Weiss: Resonance is like a key to a lock. Resonating a biological signal means communicating with the pico-electrically based language of the cells, their genes and proteins. The clarity of the signal in conducting such a communication is crucial

Research in Nanotechnology



2006

Noise reduction in an electronic signal can be compared to the compromised sound emitted from a \$200 stereo versus the full sound coming out a \$6,000 stereo. There is an unquestionable difference in sound quality between the \$200 and \$6,000 stereo equipment. Imagine the same clarity of a signal in an electronic device designed to eliminate noise by automatically adjusting to different skin types and textures. This is accomplished by Perfector's computer sophisticated hardware and software that eliminate background noise and deliver a crystal clear signal that resonates with the body's natural regenerative and healing capacity.



“Despite months of swimming three or four times a week in an effort to get fit, my thighs were still out of shape so I leapt at the chance to try a different method of exercise that would focus specifically on them. Arasys uses faradic “waves” (electric currents) to make muscles contract involuntarily. The theory is that a full course of Arasys will achieve in 10 sessions what would require weeks in the gym (one 17-minute session is apparently equal to 300 sit-ups). It sounded great.

”Each session followed the same routine. Stripped down to my top and knickers, I lay on my back on a couch which my beautician, Debbie, tied giant rubber bands around my hips, buttocks and thighs. Under these she tucked yellow sponges which looked like something designed for washing-up. The sponges were attached to electrodes from the Arasys machine and the timer set. When the machine was switched on, intense pins and needles prickled my thighs, hips and buttocks in bursts lasting 3 to 4 seconds. AS the dials on the machine were turned higher the pins and needles gave way to involuntary muscle contractions. Each time my muscle contracted I could see the towel over my legs rising and falling. I

felt like the creature in Frankenstein. The day after each session I noticed that my front and inner thigh muscles felt tired as though I’d done a particularly vigorous step class, which was encouraging.

“Although I had been doubtful about the benefits of passive exercise the measurements were

FREE sexy lingerie

APRIL 2006

marie claire

beauty & body blowout

MAKE THE
MOST OF
YOUR
SHAPE

FOUR DESIGNED
LOOKS FOR
CHRISTINA
AGUILERA
VOTE! PAGE 84

erase DISCOLORATION

the Perfector machine

COST \$450 per treatment (includes the Perfector machine, plus microdermabrasion)

TESTER Jody, 26

My skin is pretty healthy, but I still obsess over every broken capillary and sunspot—and lately, I swear I've seen fine lines on my forehead. So I went to Everett M. Lauth, M.D., of New York City's Institute Beauty to try the Perfector machine, which promises to even skin tone, smooth lines, and leave skin more luminous. To start, a technician cleansed my skin, then blasted it for a minute with tiny, sand-like crystals (this is microdermabrasion) to remove dead cells. Next, she put a thick, cold gel over my face (excluding my eyes and lips) and massaged it in with the Perfector's electric wand. It felt like small electric shocks, and the gel was really cold, but overall, the massage felt good. In total, it took about 45 minutes.

DUCH FACTOR 3—for the shocks:

WAS THE GAIN WORTH THE PAIN? Yes. That night, my fine lines were gone. My sunspots weren't erased, but they have faded.

FOR MORE INFORMATION

Institute Beauty, (212) 535-0229;
www.institutebeauty.com

genital mutilation™

\$3.99 US/\$4.95 CANADA, TORONTO

04



FASHION

676

NEW
IDEAS

suits for every size
dress 10 lbs. thin

Robb Report

LUXURY HOME

CUSTOM DESIGN + ARCHITECTURE + TECHNOLOGY

Buried Treasures

Subterranean Refrain in Spain

The Hidden Kitchen

Dazzling Dining Rooms

Do It Yourself

New products help create a home spa



▲ No Sweat

Effortless and exercise are two words rarely used in the same sentence. However, the \$34,880 **Arays III** claims to build muscles with little or no movement required. Users connect pads to targeted muscles, which are then sent microcurrent electrical signals via the nerves. The signals cause involuntary movements that, according to the company, burn fat cells and increase the body's metabolic rate, allowing users to lose weight without even breaking a sweat.

Spa Equipment for the Home

BUYERS GUIDE

Stacked Stereo Speakers

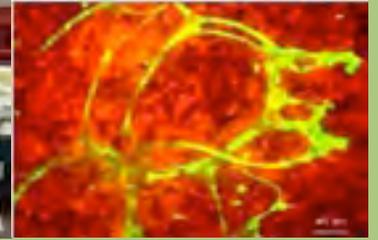
SEPTEMBER/OCTOBER 2007

\$5.95 US \$7.95 CAN



10

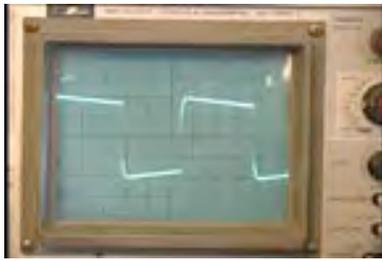
Education Newsletter



February 8, 2006 Volume III

London University Cellular Resonance Technology

Developed by the co-inventor of the pacemaker at London University, Arasys Effortless Fitness technology has been known for its significant inch loss and muscle building. New clinical studies are presently designed to provide evidence that Arasys has the same health benefits as regular exercise by virtue of resonating the brain signal given to the nerve in charge of the muscle.



Gerry Pollock, the co-inventor of the pacemaker, originally invented the Arasys in London University to treat Multiple Sclerosis and muscle atrophy. The technology

entailed a complex waveform built with up to 1,000 different frequencies that composed the square shape seen above. The specific Arasys formula, (the specific frequencies that compose its waveform) resonates with the brain signal given to the nerve in charge of the muscle during actual movement. For example, the resistance of a 40 pound weight is calculated by the brain which informs the nerve in charge of the muscle of how much effort is required to lift the weight. If the nerve is damaged none of that happens. So it is not the resistance that produces the movement, but the nerve in charge of the muscle.

If we were to decode the signal that the brain gives to the nerve when we are actually lifting a weight, then we could have a full muscle contraction even though there is no actual movement. Why is it that

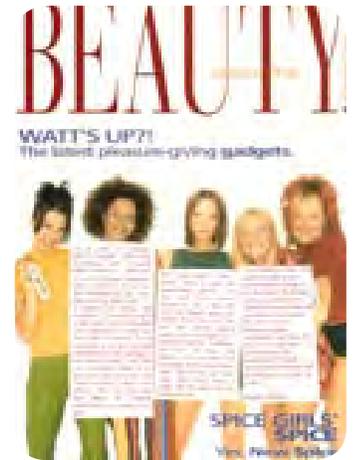
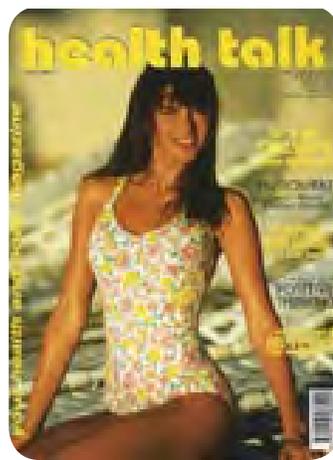
other systems that utilize square waveforms cannot compare with the Arasys' results or the health benefits seen after 6-8 Arasys procedures? Because each one of these square waveforms consists of a different formula. It is the composition of the formula that makes the difference not only what the waveform appears to look like from the outside.

The Ultimate Lazy Workout



Channel 10 news was the first to report the dramatic results on inch loss, body lift and muscle building that the Arasys system provides. Millions of

women undermine their health with diets pills, starve themselves, undergo plastic surgery or spend long hours at the gym in the pursue of beauty. Arasys offers an easy and fast alternative to a slimmer more toned body. Results are dramatic with 10 procedures and can be indefinitely maintained with good eating habits and a healthy lifestyle.



FACE BODY SKIN HAIR SPA SMILE ANTI-AGING

SHARON GIESE, MD
Plastic Surgeon
New York, NY



FIND A LOCAL BEAUTY EXPERT

Select a Specialty

Enter your zip code

FIND



A new technology sculpts and shapes

Posted Tuesday, January 02, 2007

Arasys III, invented and built at London University by the co-inventor of the pacemaker, is an electronic device designed for fast muscle building, inch loss, body shaping and reduction of the appearance of cellulite.

Originally designed to treat Multiple Sclerosis, the Arasys enhances your gym regime and increases your stamina by taking you straight to the fat-burning stage and eliminating the gym burnout feeling we all dread. The Arasys III, which naturally increases metabolic rate to initiate weight loss, is perfect for spot training to target

trouble areas that cannot be conquered with standard exercise.

Tags: cellulite, weight loss

Comments (0) | [Share it](#) | [Save it](#)

Comments

0 Total Comments | [Post a comment](#)

Angela L said...

I believe that the Arasys is the only machine that removes topical visceral fat. There's nothing else like it!

Posted January 2, 2007 8:24 PM

pending review

0 Total Comments | [Post a comment](#)

BEAUTY
DELIVERED.



Get the latest beauty
products 4 times a year!

[LEARN MORE](#)

NORDSTROM



Tags: Arasys, cellulite, fitness, weight loss

Related: Arasys: See what all the buzz is about

Comments (36) | [Share it](#) | [Save it](#)

Comments

36 Total Comments | [Post a comment](#)

Angela L said...

I believe that the Arasys is the only machine that removes topical visceral fat. There's nothing else like it!

There's nothing else like it!

Posted January 2, 2007 8:24 PM

Robert G said...

We have two Arasys which we have been using for skin toning and muscle building after liposuction. The results have been astounding. Dr. Robert Goldman

Posted January 2, 2007 8:59 PM

jennifer s said...

The Arasys is amazing! I have seen results in just a few treatments, even on that stubborn lower belly fat. The added energy is a nice added bonus too.

Posted January 3, 2007 8:47 AM

Erica C said...

Before I ever started working for USA Perfector Arasys LLC I was introduced to the machine. I saw a woman lose 2 inches after using the machine for 20 minutes, for the first time. Now tell me you can do that in a gym. You can't!

Posted January 3, 2007 12:07 PM

Samira K said...

I was skeptical at the true power of Arasys III in burning fat, building muscles and melting cellulite while laying on my back. After a few treatments I noticed the inch loss, body molding, and cellulite disappearance, the better metabolism and yet another side effect: the lymphatic cleansing.

A very busy and physically lazy person due to age and nature, I will never be without my 17 minute Arasys III treatments even after I reach my physical goals. Most interesting is the fact that my daughter has to wake me up after a typical 34 minute treatment.

Samira Khatib
Blasdell, New York

Posted January 6, 2007 7:07 AM

Phillip S said...

I was initially very sceptical about the Arasys. My wife bought it for personal use. Then I watched how it sculpted her body and I started using it myself. We're presently opening an anti-aging center in NYC with the Arasys and the Perfector. I would like to know if there is another medspa in NYC that is using the Arasys. Phillip Stern, MD

Posted January 6, 2007 9:51 PM

K A said...

This unit is incredible. I have never felt such a deep contraction.

I was very skeptical about the claimed inch loss from the Arasys but after my first treatment I had to tighten my belt up a couple of holes. The pants I was wearing literally started sliding down after the treatment. The next day was more dramatic. Kudos to the Arasys!!!

Posted January 8, 2007 7:12 PM

kacy c said...

In an Arasys III demonstration i saw overweight people losing inches, but i have always been physically fit so i was

intrigued by the claims of Arasys III and what benefits it could offer me. After one session i had a measurable glute lift! this was something i was unable to acheive with weightlifting (squats) at the gym. Amazing!

Posted January 9, 2007 1:40 PM

K S said...

I saw results after my first session on Arasys! I have a small frame and needed overall toning and shaping; but as an executive, I don't have a lot of time to go to the gym. With Arasys, I get the workout I need in a timeframe that fits my schedule. Since I started using Arasys, I'm getting toned, have more energy, and feel better. The Arasys has also helped my back and neck pain!

Posted January 9, 2007 9:21 PM

mary m said...

I was shocked...it sounds too good to be true....but it is! Arasys is an amazing treatment for inch loss, toning or sculpting. It completely works the muscles to a deep, full contraction way beyond traditional conditioning and energizes the body so that your feeling like you want to be more active....for all you skeptics.....try it and you'll be a believer too!

Posted January 10, 2007 6:08 PM

Susan H said...

Do I believe in the Arasys? I most certainly do!!! I left a 26 year career in Occupational Health Medicine to open my own Spa where we exclusively provide both the Arasys and Perfector technology! We have had hundreds of happy and satisfied clients. The Arasys really does work and has been a blessing to those who are unable to exercise on a routine basis. We have had an equal number of clients who work out yet are unable to get rid of those love handles. Our clients come in all shapes and sizes and all age groups! Don't just take my word for it though. Check out the testimonials page on my web site. www.liftandfirm.com I am a believer in the Arasys based on fact and actual inch loss. What an opportunity for those wanting to eliminate inches and cellulite immediately!

Posted January 10, 2007 6:39 PM

hawley q said...

Instant results with out the workout, the Arasys is an incredible machine. I own the Arasys Perfector for face which is also a genius machine, I would like to eventually get the Arasys III.

Posted January 10, 2007 6:52 PM

Kathy A said...

This is the most awesome piece of equipment. After purchasing the partner technology, the "Perfector" for Facial Rejuvenation, I just had to demo the Arasys..with the results I saw, as a business owner, I know this will sell!

Posted January 10, 2007 7:02 PM

William P said...

My patients love the Arasys III. They ask for toning of their abs, especially, but also their hips, arms, thighs and gluts. Most buy 10-12 session packages. Why spend 4 hrs in the gym when a 20 minute session will do the same job - effortlessly, and give a deeper, more effective work-out. William Pawluk, MD

Posted January 10, 2007 9:20 PM

Philip G said...

We've been using several Arasys III units clinically for nearly 2 years. The results are very consistent when it comes to reducing inches and sculpting the figure. Client satisfaction is very high as well. It is natural to be skeptical of devices such as this that promise to deliver so much without any of the risks of medical weight loss or surgery and in a fraction of the time of going to the gym. However, our data and our experience support that the results are quite real.

Posted January 10, 2007 9:38 PM

Paul A said...

Being small framed I couldn't believe the results after one session losing 3/4 inch around the waist. I am even more impressed with the muscle building for pecs and arms. An amazing device with spectacular results. My wife has had one session and lost 2 inches around the abdomen. Think she likes it??? You bet!

Posted January 11, 2007 5:20 AM

Tori M said...

WOW!!! The Arasys III is AMAZING! When I had my first treatment, I was sold. I had to own this machine and tell the world! And that's just what I did. I've had results that are just un-fathomable to most people. With a 20 minute session, it is not unusual to lose up to 2,3 even 5 INCHES!!! I also have the sister machine, Perfector, for non-surgical facelifts. The micro-current machines sold by Arasys-Perfector just make sense. The feeling of wellbeing that the machines give you by stimulating your own body's electrical charge is just an added bonus that I now can't live without. Feel free to visit my website and try it out for yourself!! www.bodymajik.com

Posted January 11, 2007 9:25 AM

Danielle G said...

There is nothing else in its class! The Arasys III is absolutely amazing. My clients can't get enough of it and are addicted to it. I have clients from personal trainers to ones who are out of shape and overweight. They can't get enough of the great benefits. Aside from the beauty aspect the health benefit from lymphatic drainage is spectacular. People just feel better and look better. I don't have enough good things to say about this technology. I am a physical therapist assistant and have seen people get rid of back pain by strengthening weak muscles. It is just amazing.

Posted January 11, 2007 8:38 PM

Linda G said...

I live in CT, where can I try this? It sounds great

Posted January 12, 2007 7:57 PM

Jeanie W said...

Does anyone have a list of medi-spas or doctors offices that carry the Arasys III ? I went to their website but could not find info on this.

Posted January 14, 2007 6:34 PM

Gina C said...

I have used the Arasys in my spa for the past two years. This machine has really changed people's lives. I have a lot of clients that put on weight after having kids. Arasys it gave them back the bodies back, they tell me that they look the way they did twenty years ago. It makes women feel confident and healthy. It's a great system!

Posted January 16, 2007 4:12 AM

shannon b said...

Please let us know if anyone in the Charlotte, NC area has this available. I would love to try it.

Posted January 16, 2007 7:59 AM

jane m said...

I love my Arasys treatments! I have seen such a difference in my bottom and lifting. It was hard to accept that this type of exercise could work but it does!! It is like my secret weapon that makes me look better that great, It makes you look AWESOME!

Posted January 16, 2007 3:00 PM

Linda G said...

Why has no one suggested where we can try one? The rest of us would like to see the same results as well.

Posted January 16, 2007 6:40 PM

Linda G said...

Thanks for the info about your website under going some expansion. I know I've tried calling and I'm anxiously awaiting some feedback.

Posted January 17, 2007 7:13 PM

Linda G said...

I was so pleased to get in touch with Erica at Arasys!! She was knowledgeable, professional and polite. I'm looking forward to speaking with them again.

Posted January 17, 2007 7:36 PM

Connan P said...

For all those who are asking where to get Arasys treatments, I think the Arasys is the best thing to build muscles and increase your stamina. I recommend Eva Slim in San Diego, their number is (800) 9it.fits, but there are so many other places all over USA. I found the info at the arasys perfector website at: www.arasysperfector.com -- go to the contact us page -- then on the left hand side bottom click on the locator map. You can also call them at 1 866 25 YOUNG. I spoke to Grace who was really nice and friendly.

Posted January 18, 2007 4:26 AM

Carlton W said...

You get results after the very first treatment. Amazing inch loss results that last. The first time I tried it I loved it.

Posted January 22, 2007 4:02 PM

Kathy P said...

I've been using the Arasys on myself and my clients for the past two years. Inch loss you definitely see with tightening, toning, but most of all, it makes you feel healthy. Normally I get colds every winter, but since I started doing Arasys on myself I do not get sick, even though other people around me get sick. My clients are telling me the same thing, that with the Arasys they don't only stay slim and toned but they feel healthy!

Posted January 25, 2007 3:37 PM



SUBSCRIBE & SAVE 34%
GIVE A GIFT
SOMEW
SUBSCRIPTION QUESTIONS

Party Dresses

Feminine frocks for moms and daughters perfect for a tee party—Alice style

Beauty Tricks

Long hairlines, magical belly balms that erase stretch marks, organic products, and more

Knit Picking

Coccy hats and scarves that will make kids willing partners in the bundling-up effort

Boys' Night Out

Fashion-forward fashion perfect for a night on the town—and plenty of goofing around

Born in the U.S.A.

America-made children's clothes that blend fresh looks with an old-world feel

momover: gut reaction

OUR WAY-OLDER FIRST-TIME MOM DEALS WITH HER LATESTPOSTBABY BEAUTY WOE—BELLY FLAB.
BY DANA WOOD



A recent (minor) bit of weight loss had me feeling fine. So what if it was the byproduct of a semiserious health condition? I wasn't looking this gift horse in the mouth. Though I had been completely furious when I was diagnosed with an underactive thyroid a few months back, the meds my doctor put me on stoked my metabolism. And since I'm Olsen Twin-tiny, the few pounds I dropped made a big difference.

So for a fleeting moment, all was well in my little beauty bubble. To celebrate, I sprang for some skinny jeans. While they didn't look amazing, they didn't look hideous, either.

Life was good.

Until... I spied a few pictures of myself snapped at a friend's birthday party. My newfound vanity had gone to my head: Clad in a spandex-y puffy-sleeve top and the aforementioned skinny jeans, I was all gut. Ugh! It's the ultimate new-mom cliché, but I knew I had to blast that residual belly flab.

To look really good, I posited, I'd have to lose the baby blubber and then some. Thankfully, the thyroid meds had done some of the heavy lifting. (It's that "then some" that I was struggling with.) I decided on a three-pronged approach—two prongs totally superficial and passive, one prong actual hard work.

The prongs:

1. Diet pills
2. Shock therapy
3. Exercise

Before anyone gets her panties in a bunch about that first item, let me explain. First, the pills (CM3 Alginate Natural Appetite Suppressant) are imported from Germany by wellness god Oz Garcia. Plus—and this is crucial—they're stimulant-free, so they don't get you so hopped-up that you're color-coding your sock drawer at 2 a.m. Instead, these little seaweed-concocted numbers just sort of explode in your stomach—but in a really good way. To learn how CM3 might figure into my self-devised "overcorrection" slimming plan, I gave Oz a jingle.

"CM3 could definitely help with that," he told me. "It can help control the volume of food you're consuming, as well as help you reset your visual cues. If you're sitting in front of a big plate of food and you've taken CM3, you'll find you can't plow through it. It gives you additional support." As it turns out, the wizardly Oz was right: During a crazy week at the office during which we fêted god-knows-what with cupcakes three separate times, my exploded-seaweed-filled belly and I held our own.

Next, I headed to G-Spa at Manhattan's Hotel Gansevoort to experience a bizarro spot-toning contraption called Arasys III. After changing into a robe and surprisingly cute shoes (black kitten-heel Havaiana flip-flops), I met Mary Mallozzi, an executive with Arasys Perfector, the U.K.-based company that markets the machine.

"Yup, that's it—mommy belly," she said, poking my kangaroo pouch while sizing me up with a measuring tape. "But that's to be expected—you're over 40 and you just had a baby." Um, thanks...

I stretched out on a table, and Mary started applying patches to my trouble zone. As she drifted south, from my stomach to my thighs, I tried not to take offense. It's not as if Lloyd's of London is tossing any million-dollar leg contracts my way.

After attaching all the electrodes, she flicked a switch. Oh. My. God. I was only on level 2 (out of 10), and I was ready to be scraped off the spa's industrial-chic ceiling.

The Fisher-Price explanation of what was going on here: The Arasys III uses electrical microcurrents that bypass the brain and directly signal the muscles to contract. Eliminating the middleman allows you to reach the fat-burning stage much more quickly—one 17-minute session allegedly builds more muscle than a dozen three-hour gym workouts. Since I've never exercised for anywhere near three hours straight, I have no idea if this is true. But I do know I need all the help I can get.

"It's not just the belly outside you have to think about," added Mary. "It's the belly inside, too. After your baby has shoved everything around, it's like your organs are saying, 'okay, where do we go now that we have all this room? There's no baby in here.'"

At \$100 a pop, the shock-therapy treatments ain't cheap. But I'm considering tossing 'em into the mix, alongside the pills and the crunches. And speaking of exercise, next time I'll unveil prong three: my multifaceted fitness regime. Pinkie swear.

MS. FITNESS

Fitness Lifestyle for Today's Active Women

Summer 2007

www.msfitness.com

Head To Toe Spa Treatments From Around the World

If everyone enjoyed getting poked by needles or going under to knife, then looking young and radiant would be so much easier.

Relax, there is no need for painful, invasive medical procedures to achieve and maintain a vibrant youthful appearance.

There are new non-invasive face-lifts that don't require needles and have no side effects or down time. For starters, you can sculpt your facial features

with the **Perfactor Regeneration Lift**. (www.arasysperfactor.com) The Perfector enhances collagen and elastin production, sculpts and enhances the healing of problematic skin. Revolutionizing the way people experience and view cosmetic procedures, Perfector Arasys, U.K. introduced the Perfector with Cellular Resonance Nanotechnology as a healthy, relaxing alternative to chemical and invasive cosmetic procedures, restoring confidence, natural beauty and youthfulness at any age. Based on technology from London University and

Nobel Prize winning research, Perfector achieves dramatic results for men and women through resonating biological signals that regenerate cells, building new muscle and skin tissue while promoting cell energy and collagen and elastin production.



Samantha Lockwood
Fitness & Rising Yoga Superstar



Printed in U.S.A.



The Cell Whisperer

Melanie Simon's electric facials have everyone buzzing.

By Christine London

WHEN MELANIE SIMON travels for work, making it through airport security can be something of a challenge. Simon is an electrical aesthetician, and the tools of her trade include very rare, very complicated, and somewhat unfamiliar-looking machines. "The guys at Los Angeles International know me by now," says Simon, thirty-two, a petite brunette with perfect auburn highlights and the pale, flawless skin of a child. "I've explained these machines to them so many times."

Technically, Simon's a facialist, but not the clay-mask-proffering kind. For six years she has been treating patients with very low-current electrical treatments, which she says help rejuvenate aging skin. She won't divulge her client list, but name the media mogul rumored to have been seen leaving her office, but word is spreading just about the face-lift-like transformations seen by people who get their skin in Simon's hands.

"My clients always have panic attacks. 'How has this happened? How is it that you don't age?'" Simon says. "My goal is to make cells as healthy so they produce more collagen and elastin and go on to live a long, happy life." And now, with the launch of her line product, *Circ-Cel Rem Masque-Serum*, a \$280 nightly treatment mask made from sixty-two ingredients, Simon is giving those of us who can't make regular trips to see her a chance to recharge our skin care routine.

Simon's philosophy is unusual for a couple of reasons. First, she disagrees with the widely accepted theory that cellular renewal—speeding up the death of epidermal skin cells so they are shed, revealing the younger cells that lie beneath—is good for our skin. The past decade has seen a growth in laser and pulsed light treatments, micro-dermabrasion, peels, and

peels—all in the name of cell turnover. But Simon is part of a semi-togue faction of skin specialists who question the long-term effects of repeatedly removing layers of skin.

"You're putting so much stress on it that it will eventually break down," she says. "Over time, people may suddenly become hypersensitive, get eczema, get adult acne. It's alarming. I'm starting to see the evidence that it's not the right thing."

Instead, her facials aim to rehabilitate skin cells. During a typical session, clients are hooked up to five different devices, including the SP-8, which stimulates lymph drainage, and the Perfector, which administers the electric current. When using the Perfector, Simon wears gloves wired to transmit undetectable nano and micro currents that mimic the natural electrical impulses of a body operating in its optimal state. "I'm using low-dose micro current at the frequencies produced by the human brain during skin renewal and restoration," she says. For a week or more after treatment, the skin appears firmer and tighter, its contours are more defined, and Simon's clients, she says, are generally satisfied, even if they don't fully understand what's just happened to their

skin.

In between treatments, she advocates supporting skin cells during the day with potions from the cult French line *Biologique Recherche*, and at night with her own *Circ-Cel*. It's an all-in-one treatment for pigmentation and acne that also improves skin firmness and minimizes fine lines. Jews combine a

moisturizing serum with a mineral-infused dust that contains powdered gemstones like amethyst and tourmaline. The mixture, she explains, creates a natural electrical frequency that sends "little nano currents pulsing through the skin." Simon has been at work on the product,



which also contains lily of the valley cells and yeast, for two years. "This is it," she promises. "We had thirty-day trials. One woman said she'd been asked three times if she'd had a face-lift by day twenty."

Simon administers treatments in her glamorous Malibu, California, office and from her second home in Jackson Hole, Wyoming. Her husband, Kyle Clancy, is a professional snowboarder. She also travels to see clients in places as far off as Dubai. Her sessions often go beyond the skin: if she senses an imbalance that she believes is responsible for swollen, dull, or sagging skin, she'll refer a client to a nutritionist, an endocrinologist, or Michael Galitzel, M.D., the anti-aging specialist who figures prominently in the Suzanne Somers center. She'll also help clients find the right plastic surgeon for their needs, and she's a big believer in the healing powers of Botox.

Her goal, however, is to tap into the body's own elusive energy. "We all have our own electrical charge, like a fingerprint," she says. "When you get right in that magic zone, the results are incredible."



Circ-Cel Rem Masque-Serum, \$280, circ-cel.com

SPACE-AGE TREATMENTS

Latest in Fat Fighters!

I by Xanya Sofra-Weiss, Ph.D

Are you a medical professional and you don't know how to deal with visceral fat patients? Are you an Obstetric Gynecologist watching your patients become increasingly depressed as the excess pounds gained during pregnancy continue to accumulate on their waistline?

You've read the headlines; A recent study by the Harvard School of Public Health found that a startling two-thirds of Americans are overweight. Even more startling, is the finding that 28.7 percent of adult American men and 34.5 percent of American women were clinically obese. And these numbers will only get worse. America's problem with bulging waistlines has reached pandemic proportions according to federal health officials, who warn that obesity is becoming society's No. 1 killer – a top contender for type II diabetes, heart attack, stroke, maybe even a replacement knee or hip. But as doctors wrestle with this problem, we sought a more clever alternative: Gerry Pollock's high tech power device, the Arasys, developed in London University in 1994 and recently upgraded (2005) in Bi Centre Innova Science Park, a European Union funded research center. Pollock who is also a pioneer in Ultra Violet Light, built the Arasys on the basis of his expertise in co-inventing the first pacemaker. The pacemaker targets the smooth heart muscle transmitting electrical signals that can be customized in various complex programs to analyze the heartbeat and decide if the pacemaker should electrically stimulate the heart to contract. While the pacemaker is designed for the smooth heart muscle, Pollock's device, the Arasys, is designed for the nerve that contracts the skeletal muscle. Pollock invented the Arasys to treat Multiple Sclerosis and Muscle Atrophy, but the technology was imported into the USA as a result of its high-speed muscle building, instant inch loss, visceral fat reduction, and dramatic effects in tightening abdominal muscles after pregnancy.

All other devices that make similar claims to the Arasys are muscle stimulators. What this means is that they cause a depolarization of the skeletal muscle and result in a contraction that is powered by the limited ATP supply (cell energy) stored within the skeletal muscle. Unlike muscle stimulators, Arasys uses advanced MENS technology programmed into an intricate complex waveform composed with up to 1000 frequencies. The waveform is built to analyze, artificially increase and ultimately counteract what would be equivalent to resistance training. Arasys electronic mechanism is hand made to automatically resonate the rhythm of neuro-

nal signals during strenuous exercise while the operator manually increases the flow of signal transmission. Pollock's waveform combines the calculated accuracy involved in hitting a moving target with the specificity necessary for a key to fit a particular lock. The Arasys waveform unlocks the biological process leading to the release of ATP at the nerve synapse along with a neurotransmitter called Acetylcholine. ATP subsequently powers the muscle contraction. ATP involved in the neuronal process does not have the limitations it does during muscle stimulation that draws on the limited supply of ATP stored in the skeletal muscle. Additionally, a number of research studies (Cheng 1982, Santos et al 2004) indicate that MENS stimulation increases ATP up to 500%.



3 TREATMENTS

Arasys effectiveness has been demonstrated by clinical studies that have compared Arasys with physical exercise over a number of variables including inch loss and body building (2004, 2005). Inch loss after Arasys treatments is reportedly significant with individuals suspected to have visceral fat (2004). Arasys Effortless Power Workout speeds up muscle building and inch loss at a fraction of the time needed at the gym. Results are equivalent to strenuous exercise and they last as long. There is no gym burnout since the Arasys procedure does not require glucose, which is normally utilized during physical exercise – an important benefit because the body burns the surrounding fat cells without decreasing glucose levels. This prevents significant build up of lactic acid. Arasys naturally increases metabolic rate to initiate weight loss, and is perfect for spot training to target trouble areas that cannot be conquered with standard exercise. The enhanced detoxification and blood circulation achieved during the Arasys treatment reduces the appearance of cellulite and leaves you with an overall sense of well-being. For more info on the Arasys, visit the website at: www.arasysperfector.com or call 1-866-25-YOUNG. For a free demo visit Booth #501 at the Anti-Aging Expo 2007.



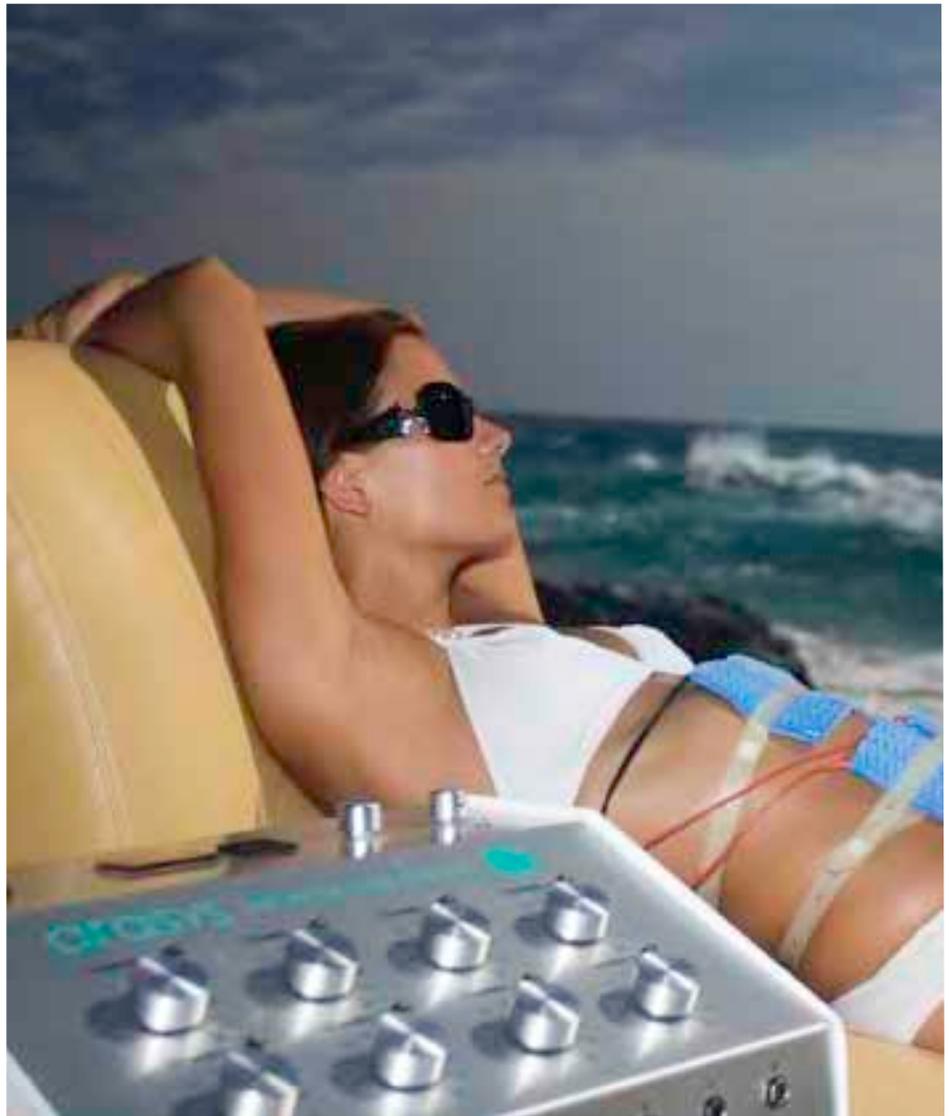
07 MEDIA KIT

Arasys Inch Loss

Arasys is a Hand Made Electronic Device created and manufactured by the co-inventor of the first pacemaker, Gerry Pollock. Arasys Effortless Power Workout speeds up muscle building and inch loss at a fraction of the time needed at the gym. Results are equivalent to strenuous exercise and they last as long.

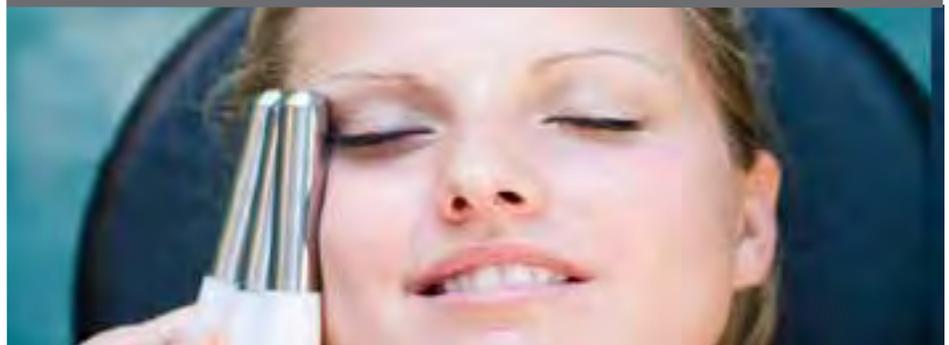
Perfactor Rejuvenation Lift

Perfactor is a non-invasive skin rejuvenation computerized device that builds new tissue, lifts sagging muscles purifies and detoxifies until your skin glows with health.



For Sales and General Info:
(866) 25 YOUNG
fax **(877) 26 YOUNG**
Outside the USA: **(808) 395-0656**
Fax: **(808) 395-0787**
www.arasysperfactor.com

arasys | PERFECTOR



The Wave of the Future

Cellular resonance microcurrent technology is becoming one of the most successful non-invasive procedures in today's anti-aging industry.



It's a fact that most age-related health and beauty issues in Americans are largely induced by a combination of lifestyle, diet and environmental factors. As a result, America's "baby boomer" generation is spending millions of dollars each year on anti-aging creams, miracle diets and injections, in an effort to maintain their physical health, fitness and beauty. Procedures such as liposuction, plastic surgery and injectables are on the upswing, but so are healthier diets, fitness regimes and non-invasive procedures. According to a study by *Medical Insight*, "60 million non-invasive aesthetic treatments per year will be performed in 2006. Nearly \$650 million was spent last year on equipment needed to carry out these treatments, and the market is expected to grow as much as 25 percent annually over the next five years." The anti-aging business is currently a \$50 billion dollar industry, and "medical spas" are on the rise across the country. According to *Medical Insight*, "There has been a significant increase in the number of medical professionals positioning to expand into the medical spa market, which should fuel growth in 2006, after the present educational curve is overcome."

Good communication is no longer relevant only to verbal communication — there is a whole physiological conversation going on inside the human body. Through advanced modern technology we are now learning to speak the body's intricate language in order to become more proactive in the world of "anti-aging." Two cutting-edge procedures in today's modern anti-aging technology that are seeing excellent results are the Perfector Face Lift and Arasys Inch Loss and Fitness technologies.

Perfector's non-invasive face-lift is a cellular-resonance technology designed at London University in 1992, following studies that won the Nobel Prize for "listening into the private communications of cells." The Arasys Inch loss and body building system is a neuro-resonance technology invented by Gerry Pollock, the co-inventor of the pacemaker. It was originally developed for multiple sclerosis and other muscle-wasting conditions.

Based on a systemic approach to anti-aging through the use of microcurrent, these technologies offer a non-invasive healthy alternative that has proven to help slow the biological clock on a cellular level. Much like an automobile's battery needs to be charged, the human cells' electrical charge needs to be energized in order to work at their optimal performance. When healthier cells are generated, the body's overall performance is improved, due to better circulation and a substantial increase in the collagen and elastin levels, which are depleted during the aging process causing sagging and wrinkling of the skin.

Perfector and Arasys' technologies use microcurrent in a unique and innovative fashion. They introduce complex square and rectangular waveforms constructed out of up to 1,000 frequencies that intertwine to resonate the intricate language of the cellular and neuronal systems. The stability and ingenuity of the waveforms offer results that are more pronounced, as well as longer lasting when compared to most other microcurrent technologies on the market.

Although plastic surgery and injectables are a popular solution for a "quick fix" of

aging skin, they do not have any positive effect on the skin's overall health and condition. Cellular resonance technology, on the other hand, has revealed an increase of elastin by 48 percent, blood circulation by 38 percent, collagen by 10 percent and ATP (cell energy) up to 500 percent. Many plastic surgeons, dermatologists and other medical doctors are now recognizing the need for the new "healthy" alternatives that are rising in the market as an additional way of attracting millions of new clients who are not interested in injections or surgery. The demand for non-invasive services are growing rapidly, as they tend to be less expensive and require less downtime.

Health and fitness are today's hot issues. Given the limited time that most people have to spend in the gym, Arasys offers a "no sweat effortless workout." Seventeen minutes on the Arasys is analogous to several hours of strenuous exercise. Unlike many EMS devices that target the muscle, Arasys targets the nerve in charge of the muscle offering a full contraction. Arasys offers substantial health benefits that include detoxification, increased oxygenation of organs and tissue, reduction of body fat and an increase in lean body mass and muscle building.

Modern science is continuously searching for the most progressive approach to non-invasive cosmetic procedures, embracing our society's interest in a more spiritual and technological approach to improving their looks and overall health. Is it possible we have finally discovered the "ultimate anti-aging solution?"

For more information visit www.arasysperfector.com and view our ad on the adjacent page. ■

RED CARPET READY

Want to look like you just stepped off a red carpet? We asked the top A-list makeover experts to reveal their secrets.

BY TINA HARRINGTON

in just 7 days

THE MUST-HAVE FACIALS Before the Oscars, Sharon Stone heads to Spa Radiance in San Francisco for a Perfector Face Lifting Treatment, also known as a knifeless face lift. Madonna, Gwyneth and Victoria Beckham are fans of the Crystal Clear Oxygen facial, which rejuvenates and firms skin. A five-

Perfect results

The original Perfector Microcurrent system was launched in 1992 by Face and Body Perfector and was an immediate success with its unique waveform providing real anti-ageing programmes and a non-surgical facelift relatively new to the UK at that time.

When Face and Body Perfector Ltd ceased trading in 1996, the assets of the company were acquired by Perfector Skincare Ltd, now in its fifth year of trading specifically to provide support for existing customers and to market a new microcurrent system even more advanced than the original, plus a range of dedicated conductive gels, visible collagen and skincare preparations.

Getting personal

My business background includes training at Harvard and London Business Schools and I am a Fellow of the Institute of Management Consultants. During a 40-year career in the cosmetics and beauty industry I have worked with several of the major international cosmetic houses. There were some 600 UK customers of Face and Body Perfector and countless more internationally but would simply have been left in the lurch if we hadn't come along to provide ongoing support with training, products, marketing and technical back-up.

Moving forward

At Perfector Skincare we immediately started the development of a new microcurrent system, working closely with our associate Keys Electronics, which specialise in the medical and sports injury field, supplying controllers for equipment in intensive care units and traction and exercise machines. The brief was to develop a unit that with the benefit of now and cheaper components would offer salons a quality pre-programmed machine that was affordable and would produce first-class consistent results.

The end product was the

David Greenway, managing director of Perfector Skincare reports on providing a superior service by offering comprehensive after-sales support for a product that delivers real results

treatment has six programmes, which feature a unique spiked waveform for lymphatic drainage and a rectangular waveform for lifting. The combination has been shown to give a deep lift coupled with a smoothing of the skin and cell regeneration. The Purikiss programme provides a deep cleansing and detoxifying facial that has also been shown to help with acne and other skin disorders including pigmentation problems. The Perfector system self-calibrates to ensure consistent conductivity.

Trained to perfection

As with all salon electrical equipment the importance of training should never be underestimated – we take it very seriously. Emma Holmes who heads up Perfector training support says, "Training is normally conducted on customers' own premises. Training back-up also extends to colleges where lecturers are now required to provide microcurrent training as part of the curriculum for all full-time and NVQ level II courses. The Perfector Microcurrent system is the favourite of many colleges around the country including Birmingham, London College of Fashion, Basingstoke, Farnham, Farnham and Bournemouth.

• Perfector non-surgical face lift

The microcurrent works on all levels of the skin, soft tissue and muscle fibres. By increasing the local metabolism and re-educating the muscle fibres a lifting effect is produced. Pre-set programmes mean therapists can deliver consistent treatments to clients with no need for lengthy programming.

• Purikiss lymphatic drainage

Using galvanic currents and the desincrustation gel, the Purikiss programme produces a chemical reaction that removes impurities and deep cleanses. Lymphatic drainage, oil-free lotion, booster serums and pressure point massage decongest the skin. Perfector detox gel is then applied using the pulsed microcurrent and the unique roller effects detoxify and improve skin drainage.

"Training courses are designed to ensure that therapists understand all the theory of microcurrent and then progress to intensive practical work."

Over the pond

Perfector Skincare has just recently been approved and certified by the FDA (Food and Drug Administration) in the United States and that side of the business is booming. We now export over 60 per cent of new machines outside of the UK.

Xanya Sofra-Weiss, PhD, is president of Forever Young Inc, Perfector's US distributor. She has doctorates in neurophysiology and



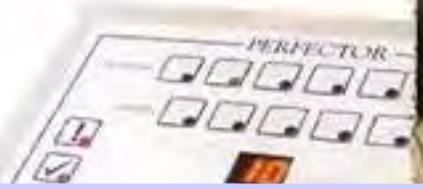
LRM

LINCOLN ROAD MAGAZINE

ALANISA

Madonna is rumored to have one at home, as is Sharon Stone. Now the Perfector, London's hottest beauty fix, is taking America by storm. It's non-invasive and takes no longer than 10-15 minutes per session to show a difference in your skin. The wands use electromagnetic currents that lift up the skin and diminish lines. Maria Hanson, the "it" girl and model in the '80s who became a national headline when a neighbor slashed her face with razor blades has found some serious comfort in the Perfector. She tells LRM: "It's amazing. It has totally helped my face and I can see some of the scars have smoothed out."

FOR MORE ON THE PERFECTOR, CONTACT:
LISA VRANCKEN AT 961.408.2606



10034

NEWSLETTER

New Tissue Building Lift

The best kept secret in Hollywood is turning into a buzzword...

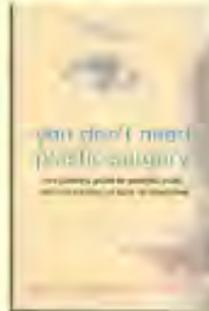


It's called the PerfeCTOR and it is based on the new Cellular Resonance Technology from London University.

Discovered by a number of A-list celebrities, it is now taking over dermatological facilities and medical spas. The system's eight scientifically based programs are designed to enhance systemic

balance, a synonym for health. Its biologically resonating functions include oxygenation, detoxification, and cell energy restoration which builds tissue and ultimately promotes immune harmony. This triggers a chain of biological events that lead to a natural face lift, as well as improve cases of melasma, acne and rosacea.

On Safe Anti-aging



Macro
Results
with
Natural
Micro
Science
-Lectores
Legere

A-list celebrities have used the PerfeCTOR since 1994. In the US the "stars' secret trend" started in New York, then quickly spread by word of mouth to the West Coast. Recently discovered by the media, PerfeCTOR is now featured on TV news, in books, magazines, and newspapers, including the Sunday Times. As it always happens with a new mode, some doubt it until they see the results. Unlock the secrets of the stars by calling:

1 866 25 YOUNG

or visiting
www.arasysperfeCTOR.com



LONDON UNIVERSITY SCIENCE GAINS INTERNATIONAL RECOGNITION

PerfeCTOR was invented in 1992 on the basis of research conducted at London University. The PerfeCTOR's specific frequency waveforms are cell compatible to resonate the intricate language of bioelectrical impulses, as they were quoted in

Neher's Nobel Prized lecture. "There is good reason to hope that improved technology will reveal a whole 'microcosmos' of electrical signals in a multitude of electrically and chemically excitable cell types." Dr. Neher - Nobel Prize, 1991

Salon & STYLE



STYLIN' NOVELS

THE WORLD OF FASHION GETS A GOOD READ IN A NUMBER OF BOOKS ABOUT THE INDUSTRY

STYLE | D6

Dear Abby	D2	Diversions	D2	Comics	D4
Names & Faces	D2	Entertainment	D3	Television	D8

MONDAY, DECEMBER 5, 2005



THE A-LIST
Gina Tolson

Facial gives benefits without the surgery

LIFT

YOUR HOLIDAY SPIRIT



In out is best of the "top-and-heel" crowd. "Gals will go pale and then redden" is my go-to-saying while "Nipples, breasts, buttocks, culms, stretch-ing and pull-up are sooooo fat babies." I've always kept my lifestyle that most girls must want to be able to stand those five days and nights long jump. I take pleasure in walking through a construction site to see a project coming around the corner and with me being of light and a boy you'd stay out the other end looking like 25 again.

While I don't have that phone number in my A List folder just yet, I do have a few hairy girls run into others.

Learn it to the French and the Swiss to lead the way of cutting-edge reproductive skin care, and it's no surprise that Paris Barbours are not on their trail. Melodie Simon of FACE at The Endotermology Center offers lip-of-the-line microcurrent lifting facials in her cozy clientele. Shows a beautiful, young complexion with many a wrinkle in sight, you'll be motivated electric microcurrent injection or RF, direction is also injection and stimulate collagen reproduction.

"This non-invasive designed by two Nobel Prize-winning scientists for cell regeneration," says Simon, as she maintains a firm, cold steel up and around my face. Generally, a 30-minute session consists of rhythmic movements with the apparatus of certain frequency pressure points on the face, neck and upper body — in steps, pulses or electrical bursts — just an occasional pulsating wave of light.

Tuned to the UK or the "lookless look," this treatment is actually proven to be regenerative, not just a quick fix. However, I had immediate results with fine lines around my mouth, and visible lifting around the eyes, cheekbones and jaw line. The technology is designed to regulate how much energy is in a cell, replicate that and bring the cell back into homeostasis, thus allowing the cell to regenerate itself. If applied in a series of 12 visits, with up to two or three times per week, there will be significant change in the look and texture of the skin.

Simon exclusively uses this type of a pressure skin care line from France, in combination with her microcurrent treatment. Shows Simon to say, "That's how she looks as good today, then Thomas and Holly Clapp are all devoted fans of this non-invasive facial treatment.

"Lift" your holiday spirit, and be the belle of the ball (and look like 10 years younger at your next soiree with this amazing new treatment.

Gina Tolson is a freelance author at Simon Barbours magazine. E-mail her at gt@simonbarbours.com.

NEED A LIFT?

Melodie Simon of FACE at The Endotermology Center
181W. Madison St., Suite 14
403-4900
\$180 per session, \$210 for two, \$1,560 for a series of 12

Facial Contouring Expert
Eva Zubrick of Marwa International Skincare
1485 E. Valley Road, Suite 8
Methuen
960-7274

Zubrick's Swiss-engineered "Lift-Facials" use infra-light energy — combining micro-needled and polarized currents — to treat skin damage, pigmentation and acne or PR and have the wrinkles of the face.
\$170 per session, \$1,100 for a series of 10, \$1,000 for 12

12 ISSUES OF
ELLE



COVER PRICE
~~\$43.00~~

YOUR PRICE
\$10.00

YOU SAVE
77%

SUBSCRIBE NOW!

[CLICK HERE](#)

ELLE
COM

PRINT

E-MAIL TO A FRIEND

CLOSE

Cutting-Edge Trends

Trend #1: Nanotechnology

Non-invasive treatments employing nanotechnology and infrared lights are ushering in a more enlightened attitude toward aging. The ultimate goal isn't to stretch or iron out every possible line, but to look like a refreshed version of your best self.

These procedures, with patented technology and names Aldous Huxley might have coined (Syneron's ReFirme, the Nano Perfector, and GentleWaves), send wavelengths at specific radio frequencies that penetrate to the cellular level of your skin. The waves work with and boost you skin cells' own reparative functions to enhance collagen production and neutralize free radicals.

Photo: Len Lagrus; Model: Nicole F. at NY Model Management; Hair: Joel Gunderson at Cutler Salon; Makeup: Jason Ascher; Manicure: Townhouse Spa; Spa: Chantecaille Energy Spa; Swimsuit: Carmen Marc Valvo

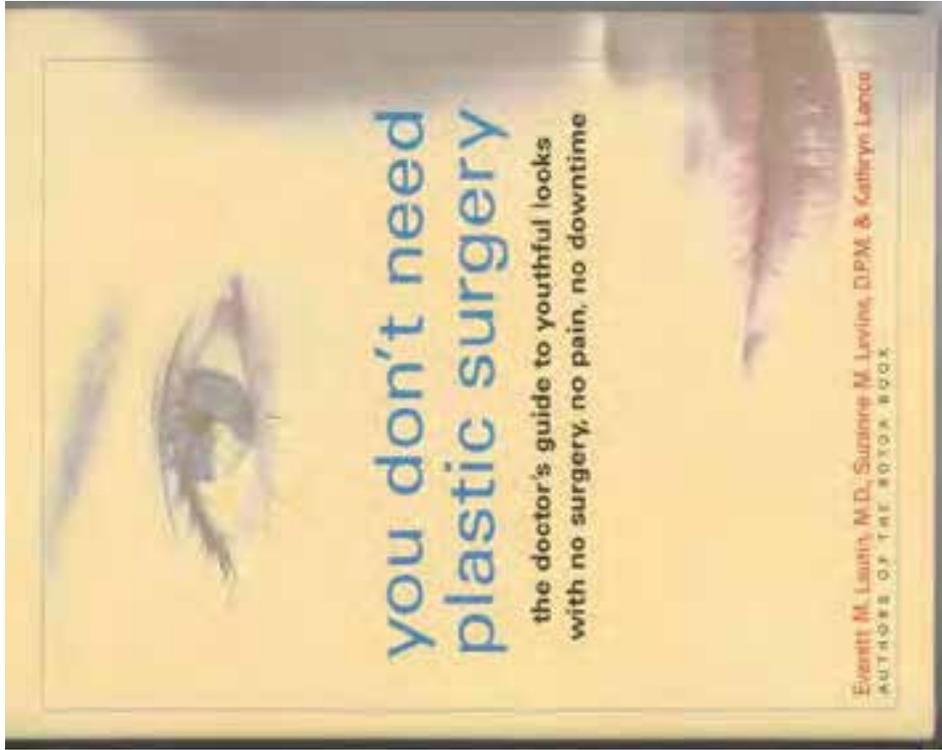
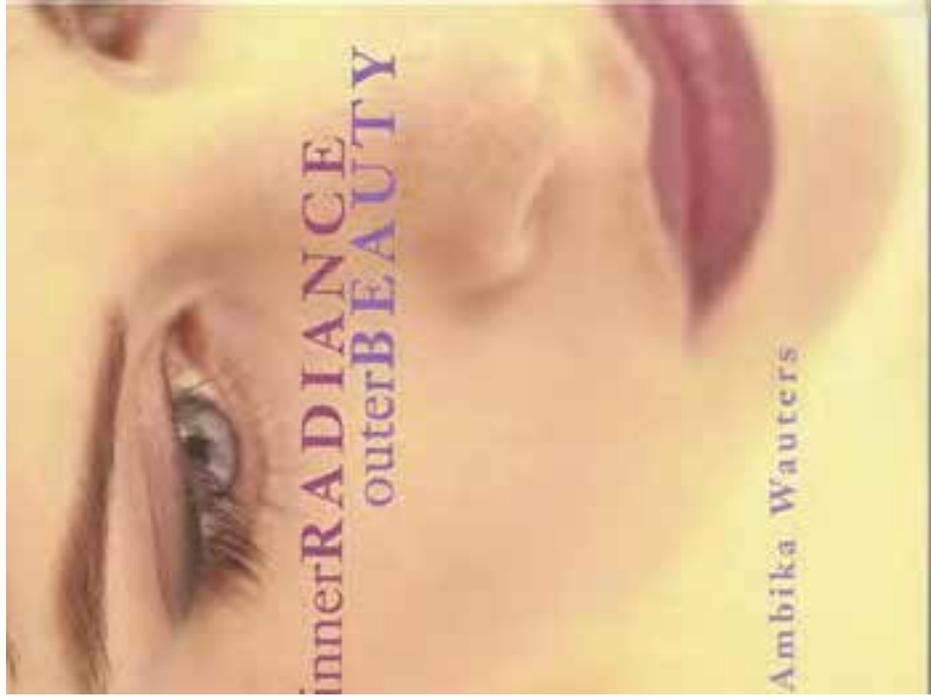


[BACK](#)

Image 1 of 25

[BEGIN SLIDESHOW](#)

[NEXT](#)



Science Newsletter



2.1 EUROPEAN UNION

Gerry Pollock continues his research on the Arasys in his lab in IES, the European Union funded research center in UK.

2.2 Q & A

Is Arasys similar to the system that Bruce Lee used to pump up his muscles. The answer is no. Arasys is a very sophisticated device that does not stimulate the muscle but delivers a message to the nerve to get the muscle to contract. The procedure is effortless and comfortable.

2.3 METABOLIC RATE

The neuro-resonance caused by the Arasys waveform unlocks the series of biological events that physical exercise stimulates, ultimately speeding up the metabolic rate.

2.4 HEALTH BENEFITS

The lymphatic system has to rely on muscle contraction to circulate the lymph fluid. The vigorous muscle contraction produced by the Arasys results in a very efficient lymphatic drainage that optimizes body functioning.

The London University Invention that Carves the Waist

Effortless Exercise for the Mom

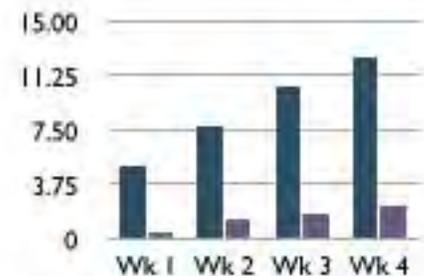
Pregnancy, and especially repeated pregnancies, stretch and distort the breasts and abdomen. As the baby grows, the uterus presses on the inside of the muscle wall of the abdomen. At the front of the abdomen, the two vertically oriented "Rectus" muscles (the "six-pack" muscles) get pulled apart, and actually separate as the fascia elongates. Once the baby is delivered, the skin collapses, and may leave loose hanging skin. Because the underlying muscle has also been stretched, a bulge may be apparent in the lower abdomen. The pregnancy effect on the breasts are no less dramatic. Due to hormonal changes brought on by pregnancy, the breasts start to grow. Following delivery, breast feeding causes the breasts to repeatedly stretch. After breast feeding is complete, the breasts typically decrease in size, resulting in stretch marks and loose skin. In short, pregnancy is followed by breast tissue loss and drooping, abdominal stretching of muscle and skin, and local collections of fat. Until recently, the main two solutions to these problems were several weeks or months of an exercise regime or plastic surgery. But moms with newborns usually have no time to go to the gym. And a lot of people avoid plastic surgery because of all the dangers involved in surgery, the side effects or the expense.

In search of an alternative we were impressed by the contribution of Gerry Pollock, the co-inventor of the first pacemaker, who recently introduced to USA a no-sweat, painless solution that is changing peoples' lives.

Gerry called his invention Arasys, and invested 17 years of research in its development. He formulated a waveform, made out of a formula of up to 1,000 frequencies. This waveform that to date no one has managed to duplicate resonates the biological signal sent by the brain to the nerve in charge of the muscle during regular exercise. Gerry's waveform contracts the muscle the way it would if the body was engaged in a strenuous workout. Below are the results of a pilot study with moms ages 26-32, trying to loose inches after their first pregnancy. Subjects were randomly assigned in 20 minutes of an Arasys procedure or 30 minutes of exercise. Inch loss was significantly higher with the Arasys procedure, and significantly less time

■ Arasys ■ Exercise

consuming. Inches Lost around waist and abdomen with Arasys versus exercise:



Reportedly, the Research division of Arasys Perfector is presently conducting more research studies on the Health Benefits of the Arasys. For more info go to www.arasysperfector.com or call 1 866 25 YOUNG.

VOGUE

APR

THIGHS

by Judith Newman

I believe in throwing money, rather than effort, at a problem. So I am forever on the lookout for the magic bullet, the thing that will simultaneously reduce me in circumference and render my dimpled thighs smooth as marble. Liposuction? Been there, done that. Unfortunately, I did it when dinosaurs roamed the Earth, when doctors were still learning their techniques, so while my saddlebags are gone, I was left with even more dimples and a soupçon of nerve damage. Recently, though, I've been thinking of going back for a newish fat-vaporizing/skin-tightening treatment (advertised at New York's JUVA Skin & Laser Center as "SmartLipo"), as soon as I can see my way clear to being sacked and punneled. Certainly my wallet will be smaller and smoother.

People send me a lot of press releases, and I scour the pages, looking for the words *thigh* and *lip* and *shrink*. There are those like New York acupuncturist Tsao-Lin E. Moy, who claims that a combination of acupuncture and "cupping" can break up the cellulite and reduce love handles. Then there's this new thing called the Arasys, where you are hooked up to a machine that delivers tiny little shocks to the muscles—making them jump (and presumably buff up) while you sip a smoothie.

These techniques might be in my future. But mostly what I do is complain endlessly while waiting for the side-effect-free pill that involves no flesh pinching or workouts or, y'know, time.

Yet here's the thing: While I am resigned to feeling hopelessly unfashionable with my south-of-the-belt width, I've never had any complaints. Over the years, men have always seemed pleased with this body of mine, so emphatically proclaiming its not-maleness, and the comments have ranged from the satisfyingly raunchy—the "something to hold on to" meme—to wholesome admiration, albeit of the kind often proffered to livestock. As one beautiful Indian man said after buying me a drink at a bar and looking me up and down, "I see you will bear many children easily."

Maybe you had to be there. He meant it as a compliment.

THE
TOO-THIN-OR-NOT
MODEL
CONTROVERSY

PLUS The War on Trans Fats

CURVY
& COOL

SCARLETT
JOHANSSON

"I can dress in
whatever I want.
Besides,
some fellows
like me!"

SPACE-AGE
FITNESS

A Total Body Workout in
10 Minutes



LATER

Gain With No Pain

FOX 6
NEWS





THE SUNDAY TIMES

INNOVATION 3-11



Keeping trim without the effort of exercise: the Araxys units, already used in beauty salons, could be put to work in hospitals to tone the muscles of bedridden patients

Fighting the flab without sweat

A SCIENTIST has invented a machine he claims will keep people trim without the need for exercise and could help reverse muscle-wasting conditions such as multiple sclerosis, writes Sean Hargrave.

The Araxys exerciser unit (FARAdic SYStem), developed at London's South Bank University Technopark, is already being sold to health clubs and beauty salons for those who want to lose weight without putting in the effort.

Now the machine's designer, Gerry Pollock, is searching for hospitals and clinics that could help him test the system on disabled patients who are unable to exercise. He believes Araxys could prevent the muscle wastage common among those confined to bed or a wheelchair.

The machine flexes muscles by passing tiny electric currents through nerve endings at either end of muscle groups. This makes the tissue contract for two seconds, as if it were being put through a gym workout.

A typical session with the machine lasts 17 minutes. Pollock says this is because people can feel tired if they have a longer stint and do not notice as much benefit as from a shorter session.

He claims each treatment is the equivalent of doing 300 sit-ups and that three sessions are all that are needed until weight loss can be measured.

The Araxys system can treat four sets of muscles simultaneously. In cosmetic use these are normally the stomach, bottom, thighs and calves. In medi-

HEALTH

cal use, this would change to exercise the parts of the body a patient cannot move.

Pollock, a chemist, claims his technology is superior to machines that make similar claims of effortless weight-loss because of the electric wave form he designed. He says his electronics expertise, that was used in the development of the first pacemaker, ensures the muscles are exercised at the correct speed for the optimum duration.

This involves controlling electrical impulses to avoid sudden jerky muscle movements. To achieve this, Araxys generates smooth rather than

spiked electrical signals so that the muscle is stretched in a manner more similar to way it behaves during real exercise.

"We only discovered how long and intense the signal should be through trial and error during the system's five-year development," says Pollock. "Just passing any old electrical signal across a muscle simply doesn't work."

Besides helping the disabled, Pollock believes his machine could be used to return strength to the elderly and those who suffer from multiple sclerosis.

His niece, Angela Sylvester, a qualified nurse, regularly uses Araxys on four ME sufferers who are unable to exercise. She claims they all report they feel stronger.

"One of the ladies used to be

a fitness instructor, but because of her condition she cannot work out any more," says Sylvester. "She benefits from being able to stay trim and exercise muscles that would otherwise be hardly used."

Pollock hopes his invention will soon be put to its original healthcare use and is keen to talk with clinics and hospitals that believe they could help him tailor the system for individual conditions.

"I need to talk with experts so that we can decide if the present electrical signal is appropriate or if it needs changing," he says.

"We may well find we need a different shape for somebody with multiple sclerosis compared with a sportsman trying to recover from injury."

Salon & STYLE

LOUIS VUITTON



STYLIN' NOVELS

THE WORLD OF FASHION GETS A GOOD READ IN A NUMBER OF BOOKS ABOUT THE INDUSTRY

STYLE | D6

Dear Abby	D2	Diversions	D2	Comics	D4
Names & Faces	D2	Entertainment	D3	Television	D8

MONDAY, DECEMBER 5, 2005



THE A-LIST
Gisele Bündchen

Facial gives benefits without the surgery

LIFT

YOUR HOLIDAY SPIRIT

I've not a hint of the "eye and cheek" issue. "Gals with no pain and then minutes" is the soft-sounding words. Needles, botox, wrinkles, cutting, stretching and pulling are sooooo last season. I've always kept my fingers that size gauge must be used to stretch those five lines and lift that sagging jaw. I have technique of working through a contour that similar to an airport security screening machine and with one touch of light and a beep she'd step out the other end looking like 25 years.

While I don't have that same number in my A List folder just yet, I do have a few lady subscribers and others.

Learn it to the French and the Swiss to lead the way of rolling-roller rejuvenative skin care, and it's no surprise that Santa Barbara's eye doc on their trail, Melissa Simco of FACE at The Endermologic Center offers lip-of-the-line microcurrent lifting device in his eager of clients. Since a beautiful, young expectant mother with many a wrinkle in sight, was his enthusiastic electric microcurrent machine to lift, decrease facial relaxation and stimulate collagen regeneration.

"This machine was designed by two Nobel Prize-winning physicists for cell regeneration," says Simco, as the machine is big, and used to get around the face. Generally, a 30-minute session consists of electrode movements with the apparatus at certain frequency pressure points on the face, neck and upper body — in lips, jawline or electrical muscle — just an occasional pulsing wave of light.

Touted in the UK as the "botox-free lift," this treatment is actually proven to be regenerative, output a quick fix. However, I had immediate results with fine lines around my mouth and visible lifting around the eyes, cheekbones and jaw line. The technology is designed to regulate how much energy is in a cell, regulate that and bring the cell back into homeostasis, then allowing the cell to regenerate itself. If applied in a series of 12 visits, with up to two or three times per week, there will be significant change in the tone and texture of the skin.

Known exclusively since Hollywood, a premier skin care line from France, in combination with her microcurrent treatments, Simco's clients (and that's how she looks so good lately), Drew Therman and Sofia Coppola are all devoted fans of this pain-bearing treatment.

Lift your holiday years, and be the belle of ball (and look like 10 years younger at just one session with this amazing new treatment.

Gisele Bündchen is a special collaborator of Santa Barbara magazine. E-mail her at Gisele@magazine.com.

NEED A LIFT?

Melissa Simco of FACE at The Endermologic Center
181W. Mission St., Suite 4
405-4960
\$180 per session, \$750 for five, \$1,500 for a series of 12

Facial Contouring Expert
Eva Zofkova of Mariva International Skincare
1405 E Valley Road, Suite 9
Menlo Park
940-7274

Zofkova's device engineered "Lift-Facial" use infra light energy — combining micro-lead and polarized currents — to heat skin damage, degradation and some of the loss of the muscle of the face.
\$175 per session, \$1,100 for a series of 10, \$1,500 for 12



**LIVE
EVENT**



THE PERFECTOR

**abc 15
NEWS
6:30 P**

Festive BUZZ

SATURDAY, SEPTEMBER 3, 2011

From fat to thin

Studies show that Indians have higher fat percentage right from birth and hence higher risk of obesity and related diseases. With the development in Nano technology, losing fat has become simpler

We Indians are genetically different from westerners and have higher fat percentage even if we are having the same weight. Pune Maternal Nutrition study has shown that Indian babies have lower birth weight compared to babies born in United Kingdom; but higher fat percentage. The western standards of BMI (body mass index) have limitations, when it is applied to Indian population. Rapid urbanisation and industrialisation has resulted in less of physical activity in today's youth and this combined with genetics has led to the growing problem of obesity. No wonder we see diabetes and heart diseases affecting us a decade early.

Any solution to this problem needs to have an overall approach. We need to shoe 'junk food' the junk box; burn the excess fat stores and exercise regularly to develop good muscles. Now how does today's generation accomplish this Herculean task with so less available time?

A technology that can achieve rapid fat burning mimicking several hours of gym workout that too effortless and can give super fast muscle building without any soreness seemed like a dream a few years ago. Noble winning Gerry Pollock has transformed this dream into reality with invention of Ion Magnum.

Ion Magnum was initially developed for multiple colors,

muscle building and is one of the best non-invasive tools to combat obesity today. A single painless session of Ion Magnum can burn upto 5000 Kcal in an hour and takes our body straight to the fat-burning phase. Most importantly Ion Magnum can address visceral fat, which is the most dangerous form of fat associated with type-2 Diabetes and Heart disease. You can achieve good reduction from areas like tummy, hips, and thighs due to fat loss and good contouring due to muscle development simultaneously. Liposuction reduces only surface fat and may not give desired results to all. All those who desire fast muscular development; whether it is an athlete or a body builder or a person having back pain due to weak core muscles or knee pain due to weak muscles are benefited immensely with this technology.

A healthy physique yes, but youthful, glowing face as well? Youth and beauty are both goals and they mean wholeness which is beyond absence of wrinkles, pigmentation or scarring. Same Gerry Pollock brings to you Perfector, based on nano technology which restores beauty and youth as a whole to give you a non-invasive face lift. It builds collagen and

provement in the skin texture, lightens skin colour and also fades scars. Unlike botulinum toxin or fillers which address only the wrinkles to give you a well maintained face but you still look your age, this nano technology actually restores youth and beauty with lasting results.

Our genetics and lifestyle have made us vulnerable to adiposity and early aging. Genetics we salute, lifestyle demands urgent attention and for those wanting to jump start to health, there is Ion Magnum and Perfector.





THE TIMES OF INDIA

INCLUSIVE OF PUNE TIMES

THE CUTTING EDGE ANTI-OBESITY TECHNOLOGY

LAST decade has seen an appreciably fast industrial and economic growth in India. Urbanisation and modern lifestyle that follows, has resulted in growing waistlines and early aging. With this trend towards obesity, no wonder we see diabetes, hypertension and heart disease at an early age. How does this modern man fight this lifestyle acquired disease?

Consists to rescue Nobel winning Gerry Pollock with his greatest ever tool 'Ion Magum'. Also co-inventor of the first cardiac pacemaker, he developed 'Waveform Technology' after 25 years of research. Ion Magum's complex waveform syncs with body's endogenous signals to cause fast-track muscle building and superfast fat burning. A single completely painless session of one hr is equivalent to up to 10 hours in a gym and can burn up to 5000 Kcal of fat. No wonder you measure a few inches less on your tummy, hips and thighs at the end of it. Not only this, it gives very power-



Dr. Sheetal Badami

ful detox to your body. Body builders can use it to boost their muscle growth. Athletes can take help of this technology for rehabilitation and to recover the strength after a sports injury. As the core muscles of trunk are strengthened one can get relief from back pain. Since visceral fat reduces we have better control over diabetes

and heart disease.

Another application of Waveform Technology is perfecter which gives you an instant facelift sans any pricks or cuts. It builds new tissue, rejuvenates skin and lifts sagging muscles restoring that youthful glow to your face. Several Hollywood celebrities use this technology for its true anti-aging effects.

After lasers, radiofrequency and ultrasounds, which give external stimuli to the body, now we have a cutting edge technology that enhances biological signals to cause rejuvenation, lipolysis and muscle building in a natural yet superfast way.

*Dr. Sheetal Badami, M.B.B.
S.D.A., Bariatric Physician
1st Ion Magnum and
Perfecter in India,
Slim Express, Shop No 16,
Twin Square, Above Cafe Caf,
Jee Day,
Fatema Nagar, Pune-411040
Phone no: +91 20 41323708
Website:
www.slimexpress.in*

Pune Times

SATURDAY, MARCH 17, 2012 | ADVERTORIAL, ENTERTAINMENT PROMOTIONAL FEATURE | PUNE ESP

OF INDIA

Lose weight,
feel fit,
stay healthy



Narendra Jethmalani, a businessman shares his experience of effective weight loss through ION MAGNUM treatment in combination with Ultrasonic Lipolysis (HIFU)

I had put on a lot of weight because of my lifestyle and most of it was around my waist. Doctors had advised me to lose this fat to decrease the risk of diabetes and heart disease. I got to know that the waist circumference in men should not be greater than 90 cm whereas mine was nearly 100cm (40 inches). Moreover, my mother has diabetes and that was another worry for me.

I was looking at all options to reduce weight, right from regular walks, yoga and simple diet, but nothing proved very effective and lasting.

Last October, I read about Slim Express and the breakthrough technology they have introduced in India. I visited them to understand more about their ION MAGNUM treatment in combination with Ultrasonic Lipolysis (HIFU). I was impressed to see that the clinic is run and managed by certified doctors which encouraged me to undergo treatment. I enrolled for 13 sessions. They asked me to fol-

low a healthy diet and continue with my regular walks while getting treated twice a week. I finished my treatments in eight weeks and the results have been remarkable. My waist circumference is 81 cm (32 inches), I feel better, look better and have more confidence.

I believe this is one of the most advanced and breakthrough technologies in obesity treatments which actually gives results. And there are no side effects, I have decided to carry on the sessions twice a month. For all those who are looking at reducing weight, sculpting their body, targeting fat reduction at specific areas without actually going for a surgery should try this technology.

For further information contact: Dr Sheetal Bafani, M.B.B.S., D.A., Bariatric Physician. Shop No: 16-17, Tain Square, Fatimanagar, Pune-411040. Phone no: +91-20 41322750, +91-9175889940. Website: www.slimexpress.in



Narendra
Jethmalani







ARASYS INCH LOSS SYSTEM
www.foreveryounginc.net

8:37 59°

FOX 6
NEWS



PERFECTOR FACE LIFT

**LIVE
EVENT**





PERFECTOR FACE LIFT

Western (avg) 32.5. 71.8

West: 32

subtropical 28.5. 71.8

subtropical 26.5.