

Redefine Your Beach Body

We've endured one of the longest, coldest winters in living memory and just as we dare to relish the idea of some sunshine, the dread sets in. It's beach body time! What to do? Panic? Maybe. Google the latest 'miracle' diet, products or celeb endorsed-treatment? Probably. But have these worked for you in the past? No? That doesn't mean it's impossible to achieve your beach body this year – you just need to 'redefine' your approach.

It's logical really. The reason there's no single 'miracle' body fix is because the bits we don't like are rarely, if ever, due to one single problem. For example, people may list problems as: tummy tone, muffin top, bingo wings, saggy bottom, bra bulge, back fat, wobbly thighs, cellulite, loose skin on arms, legs, tummy, bottom, etc., stretch marks, flabby belly... I could go on.

How can one treatment fix all these problems for everyone? In short: it can't. But the right mix of shaping, toning and skin tightening can produce a beach body to be proud of. In clinic we have no fewer than seven different non-surgical body shaping and skin tightening technologies with twelve alternative applications. Used in combination, the results are tangible, lasting, and very impressive.

We don't have all this equipment just for boasting rights – it's to address the numerous causes that make us 'scared to bare' every summer. If there is a 'secret' to getting real results, it's to address all the main problems that affect our body shape as a whole – not just one.

To really see a difference this year and beyond, first figure out which problems bother you personally. I split these into two categories: circumference (inches) and tone (firmness and surface):



Circumference (inch loss)

Excess fat: The number on the scales is not the only cause of unwanted inches. Of course, excess fat in areas such as the abdomen, chest (as moobs in men), back, etc., is a problem for many and this needs to – and can be – treated very effectively and quickly with non-surgical procedures such as fat cavitation or Venus Legacy.

Stubborn fat: You may be your ideal weight and still have extra inches or pockets of fat where you don't want them, e.g. the inner thigh, bra bulge, bingo wings, buttocks. We all have 'problem areas' where we store stubborn fat that no amount of exercise or dieting can shift. But don't despair. This can be banished, with no recovery time, using non-surgical technologies such as ultrasound and/or Cryolipolysis.

Water, bloating, oedema: Fat is not the only reason we carry extra inches. A sluggish lymphatic system can lead to bloating, water retention and oedema (swelling), which can make you feel negative about your body. Specialised massage and manual therapies such as the Heaven Bee Venom Detox treatment as well as non-surgical equipment-based treatments boost lymphatic drainage to rid you of both circumference and toxins.

Tone (firmness & surface)

Loose, sagging skin: Even if you've lost inches through diet and exercise, you can be left with unsightly loose skin. Skin laxity is also a problem after pregnancy and simply as we age. This can be disheartening and a real confidence killer. It can affect your whole body (and face), but in terms of heading to the beach it's often particularly troublesome on the arms, legs, buttocks and abdomen. You don't have to live with this, and I'm always surprised how many people still believe nothing can be done. Non-surgical skin tightening produces truly outstanding results through stimulating natural elastin and collagen production. The result: visibly tighter, smoother, firmer skin, which is summer-ready.

Loss of muscle tone: We also lose muscle tone as we age and this adds significantly to that unwanted 'saggy' look and loss of definition in the arms, legs and trunk. This calls for a serious non-surgical 'workout'. Producing the equivalent of 1,000 reps on one muscle alone, I have used Mediwave in clinic for many years. It has long been recognised as a revolutionary treatment for muscle tightening and sculpting. The results are clear to see and will give you a real lift.

Cellulite: It affects most women and can seriously dent beach body confidence. It can be drastically improved with non-surgical radio frequency. This breaks down 'lumpy' fat deposits and tightens the skin to produce a smoother, firmer more dimple-free silhouette.

To sum up: Think about the bigger picture and all the bits that bother you – talk to an aesthetician with the required knowledge and together redefine your beach body approach to get the smooth definition and the body you really want.

Happy summer!

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