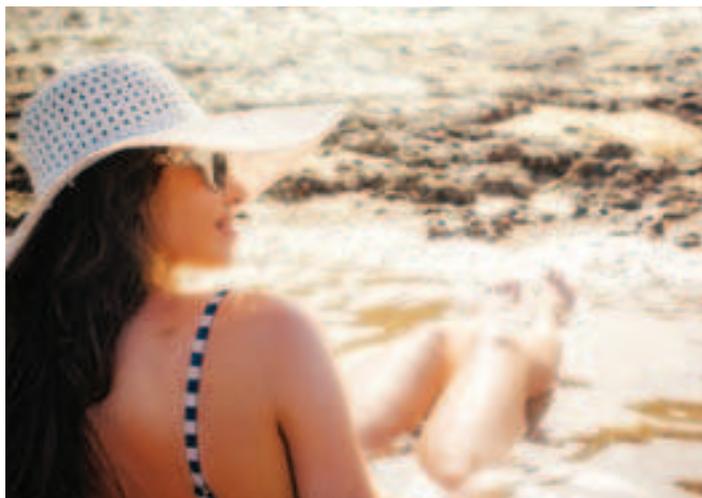


Beat the Beach Body Blues



As soon as the sun makes an appearance or holiday time approaches, we panic about having to “flash some flesh”. But, panic not, there is a myriad of ways to get your body set for summer.

The first thing people usually think about is extra inches. But, muffin tops, spare tyres and bra bulge, etc., are not the only issues for many. Loose, sagging skin, unwanted hair, skin texture and tone, blemishes and excessive perspiration can cause concern - and really knock body confidence. But these can all be improved.

Detox, hydrate & exfoliate

If your body isn't working well, this increases your propensity to gain weight and retain water - both of which have an impact on body shape and skin texture and tone. Diet (a healthy diet, not the crash variety) and drinking plenty of water help eliminate toxins and excess fluid and is really simple to do.

A massage might make you think of relaxation rather than re-shaping, but did you know massage can also improve your figure? Massage movements release toxins from the muscles and boost both circulation and the lymphatic system (which is vital in ensuring your body can efficiently expel toxins and excess fluid). There are even specialist massages that specifically target a major summer concern: cellulite. They noticeably improve the look of the skin and smooth orange peel.

Body brushing, exfoliation and detox treatments such as the Heavenly Bee Slim also stimulate detox, blood flow and lymphatic drainage - as well as hydrating the skin to leave it smooth and supple. Lymphatic drainage can also be improved with specific technology such as Genie Mediwave treatments.

Detoxed, exfoliated and hydrated skin not only looks better it will also be perfectly prepped for spray tanning, which is a quick and easy way to make your body look more attractive and even have a slimming effect.

Bulges and bumps

Extra inches and bulges are caused by either excess fat cells or - in many cases - loose, sagging skin that no amount of dieting can help. With advances in non-surgical technologies these can be treated with outstanding results. Many people are aware of these, and brands such as Venus, 3D, Genie and Laser Lipo Strawberry are all well known. There isn't a single technology that will do everything, but a combination can produce fantastic results. At Serenity Clinic we have over 12 different technologies to achieve the optimum results, but for a quick overview:

i. Extra inches. For larger areas such as the tummy then cavitation produces impressive inch loss, while cryotherapy (often even a single treatment) works wonderfully to banish stubborn fat e.g. the outer thighs (saddle bags). If you have a special occasion such as wedding, inch loss body wraps such as Shrinking Violet offer an instant (if temporary) fix.

ii. Loose, sagging skin: This can be the result of weight loss, childbirth or simply the ageing process. As we get older, we produce less collagen and skin loses its ability to “bounce back”, leaving saggy skin in areas such as the tummy, bum and limbs. Sagging arms (bingo wings) are a particular concern in the summer and can really affect body confidence. But, ultrasound, radio frequency, and Mediwave skin tightening and toning make a huge difference, so you can have the confidence to wear T-shirts, sundresses and swimsuits once again.

Blemishes

It's not just body shape that makes us reticent to uncover. Blemishes and imperfections such as skin tags, warts, age spots, Campbell de Morgan (cherry angioma), and sebaceous cysts all impact confidence. But these can all be treated and/or removed by qualified clinicians.

Excessive perspiration

Sweating is natural in the heat, but for some people excessive perspiration (hyperhidrosis) causes embarrassment. But there's no need to sweat. Injectables such as Botulinum toxin make a massive difference and stop excessive perspiration.

Hair

Whether it's excessive or simply unwanted, hair removal can seem like an endless task in the summer. Legs, armpits, chest (gents) and intimate areas all need constant attention if you shave. But hair removal can be a breeze. IPL, laser and electrolysis offer the most permanent solutions, especially for excessive hair, but do require a little forward planning. For an instant result, waxing is simple and effective. The pain and mess may have put you off in the past (especially for intimate waxing), but with the development of stripless waxes such as Lycon, there is very little if no discomfort and the results last weeks.

Feet

Feet come to the fore in summer. A medi-pedi will exfoliate and hydrate them and treat nails; verrucas can be treated with cryo; and it's really worth a trip to a salon for a gel or Shellac polish - these last weeks, so you can slip on your sandals with confidence.

The only thing that can't be improved is the British weather!



**Serenity Clinic Ltd, 162 Banks Road,
West Kirby, Wirral CH48 0RH
T: 0151 625 6256
www.serenity-clinic.co.uk**