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**CONSUMER FOCUS**  
**WEIGHT LOSS**



Choosing the right weight-loss treatment for your targeted demographic is the first step to entering this market, and there are many at your disposal.

Indiba, which uses the latest technology, is a good choice for clients who are considering cosmetic surgery or want to see a difference in their body but cannot spare much downtime. The company's Deep Beauty Proionic Body Care System uses high currents of regenerative radio frequency to increase the temperature of human tissue. This results in firmer, more toned skin and also reduces visible signs of cellulite and regenerates cells.

Dr Paul Banwell, a consultant plastic surgeon and cosmetic surgeon, uses Indiba at his practice in West Sussex. He says: "It is a highly effective treatment for skin firming and cellulite, and may be a superb alternative to more invasive surgery. The number of treatments that clients require depends on the severity of the case, but it can give visible results even after a couple of sessions."

# Slim pickings

Body trimming and toning treatments are becoming increasingly popular in spas and salons. Sara McCorquodale reports on how assisting weight loss can plump profits

**N**ine out of 10 women in the UK are unhappy with their weight, the findings of a survey revealed in June.

In a poll of 500 people, cosmetic surgery chat show *MyFaceMyBody* found that 62% want a flatter stomach, while 17% would like slimmer thighs. In addition, 68% of men questioned admitted they are also unhappy with their bodies. Given the nation's discontent with

its shape, it's no surprise an increasing number of spas and salons are offering weight-loss treatments and programmes. Extreme crash diets and the latest exercise fad used to be the path taken by those on a mission to trim their physique. But technology and a focus on wellness have changed the face of the beauty industry.

Now, many clients expect spas and salons to provide at least some of the

**Many of the weight-loss options available require little downtime, suiting clients with busy lifestyles**

tools they need to improve their figure – be it through a diet plan or sculpting and firming treatments. Although this is a developing trend, Wahanda chief executive Lopo Champalimaud believes weight loss options will become a standard beauty offering in the near future.

He argues that adding a weight-loss section to the treatment menu is a profitable move. "Weight-loss treatments deliver fast results with minimal effort >

## CONSUMER FOCUS WEIGHT LOSS

to suit the fast pace of current lifestyles, and the immediate impact can be a good way to motivate customers to keep working on diet and exercise," he says.

"For spas looking to deliver measurable results and ways to become integrated in the regular health regime of their customers, weight-loss treatments can be a compelling offering."

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### Suck it and see

Also gaining popularity is laser liposuction, which has noticeable results on the physique and requires only a short downtime after the procedure.

The treatment is performed under a local anaesthetic, and a cannula containing a laser probe is inserted under the skin through a tiny incision directly into the fat. The laser beam is then slowly and methodically guided through the area and directed onto the fat cells, which are immediately destroyed and liquefied. This liquefied fat is then excreted through the liver and kidneys.

Tess Craig, patient co-ordinator of provider Smart Lipo, says the treatment is an effective alternative to conventional liposuction and it is a less traumatic experience for the body.

"People don't have a lot of time these days to take off work to recover from liposuction. Patients can have it done on the Friday and be back at work on the Monday," she says. "There is also the skin-tightening benefits of the laser. With liposuction, you can suck out the fat and then leave baggy skin."

Craig says the treatment has been



**"Laser liposuction gives that sculpted look, so about 30% of clients who have that treatment are male"** Tess Craig, Smart Lipo

very popular with men and women in the company's Leeds and London clinics. "It gives that sculpted look, so a lot of guys get this treatment on their stomachs and man boobs. About 30% of clients who come in for that treatment are male," she adds.

While this procedure requires a trained doctor to perform it in a sterile room, it is only a viable option for clinics and medispas. But salons and spas can work with their local clinics to help provide the aftercare for clients following the treatment.

Craig says: "We recommend local salons and spas to our customers because certain treatments can really help after the procedure. Massage is good for draining and Endermologie is very beneficial."

A less invasive option is the newly developed Bioslimming body wrap. The treatment consists of three gels and one cream, which are applied in two stages.

Firstly, the Detox Base gel, Ultra Slim Gel and Ultra Slim Cream are massaged into the areas of concern and then covered with biofilm. After the wrap is removed, the Ultra Slim Effect gel is massaged vigorously into the areas being treated.

After the treatment, the products' active ingredients continue to work for 12 hours and to burn calories for two hours. The thermo-agents stimulate

**The effects of weight-loss treatments will be short-lived if clients disregard their diet**

the lymphatic system and help burn fat through thermo-regulation, inducing lipolysis – fat burning below the skin's surface – which helps fight rebel fat deposits and eliminates toxins.

Bioslimming distributor Mario Caldwell says: "This offers quick results that boost the confidence of the client, allowing her to quickly see the change in her shape and reduction in the appearance of cellulite.

"And, with women who are over weight, this gives them further incentive to engage in a healthy eating regime."

### Food matters

This last point is a crucial one. The importance of diet to weight loss cannot be underestimated, and while specialised treatments can make a marked difference, this will be short-lived if the client has chips with every meal.

Recognising this, Christian Coates, managing director of Soulmatefood, launched his diet service in spas at the beginning of 2010 in collaboration with skincare pioneer Dr Murad and acupuncture supremo Gerard Kite.

The partnership has created eating plans for clients that manage their weight and support the achievements of their treatment programme. After clients have discussed their weight loss and beauty goals, they receive a bespoke diet programme, and their food – which includes every meal and snacks – is delivered to their address each day.

Coates says: "People benefit hugely from certain spa and salon treatments, but then may not have the time to know the foods to eat after this."

"We help them by taking the pressure off and providing everything they need to eat healthily each day. People know now it's not just what they put on their skin, but what they put into their body that makes a difference."

The opportunities for spas and salons to assist clients with weight loss are vast if they draw on the latest technology products and enterprising business. Not only will providing this service result in profit, but it will help clients achieve their skin and body goals. And a happy customer who sees results will be grateful, loyal and spread the word about your wonderful business.

Now that has got to be a weight loss any spa or salon owner's mind. **PB**