

THE WORLD'S MOST UNIQUE BEAUTY MAGAZINE

# NEW BEAUTY

**WRINKLE  
ERASERS**

We reveal ten innovations

Top beauty doctors share

**ANTI-AGING  
BREAKTHROUGHS**

# MAKEOVER ISSUE



THE CELLULITE  
TREATMENT OF  
THE FUTURE

OUR BIGGEST  
**BEFORE-AND-AFTER  
ISSUE EVER!**

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250 NEW must-have

beauty products and treatments of 2008

# smooth out cellulite



TARGET CELLULITE

ALTHOUGH IT MAY NOT SEEM SO, CELLULITE IS ACTUALLY A SKIN ISSUE, NOT A FAT ISSUE. THE TETHERING BANDS OF CONNECTIVE TISSUE ARE RESPONSIBLE FOR THE ORANGE-PEEL LOOK BECAUSE IT'S THE PART OF THE SKIN THAT'S ALLOWING THE FATTY LAYER BENEATH TO BULGE THROUGH. SINCE WOMEN EXPERIENCE CELLULITE SIGNIFICANTLY MORE THAN MEN, MOST DOCTORS BELIEVE ESTROGEN PLAYS A ROLE IN ITS DEVELOPMENT. CHARLOTTE, NC, PLASTIC SURGEON FELMONT EAVES, III, MD, EXPLAINS, "SOME PATIENTS THINK THEY HAVE CELLULITE, BUT IF YOU LIFT THE SKIN AND IT GOES AWAY, THAT PITTING MAY BE A MANIFESTATION OF SKIN LAXITY. IN THIS CASE, A BODYLIFT CAN HELP TO MAKE THE SKIN SMOOTHER." SEE THE NEWBEAUTY GLOSSARY FOR MORE ON BODYLIFTS.

## 02

### PRODUCT ▼

#### Boost Skin-Improving Circulation

Ten essential oils (including grapefruit, sweet orange, rosemary, peppermint and more) meet herbal extracts like ginkgo biloba and butcher's broom in **Liz Earle Hip and Thigh Energising Gel**, a soothing, skin-stimulating, rose-scented product that claims to help eliminate cellulite-causing toxins. **\$29.75, lizearle.com**



### FLATTEN THE FAT

Most cellulite treatments use manual massage or vacuum to flatten the fat, as well as laser or another form of energy to increase and strengthen the collagen fibers, or a combination of the two. But all of these treatments have one thing in common: Results are temporary and treatments must be ongoing in order to maintain the results.

#### LIPOMASSAGE

**WHAT IT IS:** Massage

You've surely heard of Endermologie, the cellulite treatment that uses a suction and rolling action to improve the appearance of cellulite. LipoMassage is the newest version, and it takes as few as six treatments (as compared to Endermologie's 14) to see results. Treatments are not painful, and feel like a deep massage.

**COST:** About \$100 per treatment

**WHERE TO GET IT:** Spas and doctors' offices

#### IONITHERMIE

**WHAT IT IS:** Topical product and electrical stimulation

In this 30-minute treatment that is most often described as relaxing, electrical stimulation is used to drive toxin-eliminating active ingredients into the skin, where they purportedly assist in breaking down fat deposits. Four to 10 treatments are recommended, and results include smoother skin, loss in volume and improved appearance of cellulite.

**COST:** Starting at about \$130 per treatment

**WHERE TO GET IT:** Spas and doctors' offices

#### SMOOTHSHAPES

**WHAT IT IS:** Vacuum suction with two wavelengths of light

Launched at the American Academy of Dermatology meeting this past February, SmoothShapes is the latest treatment to hit the cellulite scene. It uses one wavelength of light that allows a second wavelength to penetrate the cells and liquefy the fat before pressure from the vacuum and rollers facilitate its release from the cell. Each treatment feels like a warm massage, and two 10-minute treatments per week for four weeks yield improvement. But unlike other cellulite treatments that require frequent follow-ups, SmoothShapes claims its results can be maintained with one treatment per year.

**COST:** Starting at about \$2,400 for the series

**WHERE TO GET IT:** Medi-spas and doctors' offices

# 04

## stages of cellulite

More than 90 percent of women have cellulite, and it's usually apparent by the mid-twenties. Cellulite generally worsens with time, regardless of weight and size.

### STAGE 0

NO VISIBLE CELLULITE, EVEN WHEN THE SKIN IS PINCHED

### STAGE 1

NO VISIBLE BUMPS WHEN STANDING OR LYING DOWN, BUT DIMPLING IS VISIBLE WHEN THE SKIN IS PINCHED

### ACCENT YOUR BODY

**WHAT IT IS:** Radiofrequency

In a recent study, the Accent skin-tightening device was found to reduce the appearance of cellulite and reduce the actual circumference of the thighs, as well. Although its use for cellulite treatment is considered off-label (it's FDA approved for the treatment of wrinkles), doctors have seen improvement with only six treatments, and patients report that it feels like a hot stone massage.

**COST:** About \$3,000 for the series

**WHERE TO GET IT:** Doctors' offices

### VELASHAPE

**WHAT IT IS:** Suction, rolling, infrared light and radiofrequency

This new-and-improved version of VelaSmooth, called VelaShape, features enhanced manual massage and two forms of energy to cut treatment time and the number of sessions needed to see results. Studies show that VelaShape also reduces thigh circumference as it smoothes lumps and bumps, with an average loss of three-quarters of an inch after 30 days. Some patients report pain with treatment, as well as bruising and redness afterward.

**COST:** About \$1,500 for the series

**WHERE TO GET IT:** Medi-spas and doctors' offices

### STAGE 2

DIMPLING IS APPARENT WHEN STANDING, BUT NOT WHEN LYING DOWN

### STAGE 3

CELLULITE IS VISIBLE WHEN STANDING AND LYING DOWN

