



design your body

Press Release

Body shaping myths and their truthfulness

November 2008

Good tips from your best friend, the latest diet tips or a wonder workout from the Fitness King – body shaping will be back on the agenda in spring at the very latest.

But the same question is asked every year: which of these tips are myths and which actually deliver the desired results?

To lose weight, you have to eat less!

Generally, energy intake and consumption should be more or less equal. If you want to lose weight, you have to ensure a negative energy balance, i.e., you will have to take in less energy and consume more calories. However crash and starvation diets only place an enormous burden on the body. As soon as the crash diet is over and regular eating is resumed, the body takes this as a sign to arm itself for the next "emergency". The result is the well-known "yo-yo effect".

Creams, massages and wraps shape the body!

The idea is tempting – regular cream treatments, massages or wraps melt away fat deposits on the hips, buttocks and legs. But the old adage is very true here: no pain, no gain. In this case, it means that without body movement, fat cannot be burned off. While massages, creams and wraps do promote blood flow and make the skin feel firmer for a short while, they do not produce measurable and, above all, lasting reductions in girth.

If you want a good figure, you have to do more sports!

True in principle but unfortunately all fats are not equal. Women's genetically conditioned, sports-resistant fat deposits are located on the hips and thighs. Men's fat deposits are located on the abdomen, in the subcutaneous tissue and around the intestines to be precise. Even intense fitness workouts leave these problem areas cold. This is because of the inadequate blood flow in these layers of fat.



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Short training sessions are useless!

This myth causes people that are not fit and hate sports to panic. But don't worry: the truth is that fat reserves are tapped for energy from the third minute. And it gets even better: at a low level of exertion of 50-60% of the maximum heart rate, the percentage of fat in the "total energy" is at its greatest.

Regardless of whether training sessions are long or short, women with cellulite face another dilemma as soon as they get their bodies moving: the thighs and buttocks remain cool while the face is hot or even flush.

The reason is poor blood flow in the lower part of the body. The skin temperature in the upper part of women's bodies with fat deposits in the problem areas is, on average, three degrees warmer than that of the lower part of the body. Unfortunately this situation is not affected by longer and more intensive training sessions. The unpopular consequence: weight is lost faster in the face and breasts than in the typical problem areas of the thighs and buttocks in women.

With the innovative HYPOXI Therapy, the temperature distribution, and consequently the targeted elimination of fat in the lower part of the body, can be controlled. The blood flow is stimulated by combining moderate training and computer-controlled, alternating application of high and low pressure in a chamber that reaches up to the hips. This eliminates persistent fat deposits in the problem areas effectively.

For detailed information about HYPOXI Therapy, please visit: www.hypoxi.com.



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