



A catalyst for change

NON-INVASIVE BODY SCULPTING IS CHANGING THE WAY WE APPROACH STUBBORN FAT. HERE WE EXPLORE TWO POPULAR TREATMENTS THAT ARE PRODUCING BIG RESULTS.

Everyone has the right to feel great about the skin they live in, but unfortunately many of us aren't quite there yet. And with seemingly unmovable fat deposits resisting our every effort, it can be difficult to maintain the motivation needed to eat well and work out.

While the pursuit of perfection is by all accounts a lost cause, it is possible to boost the results achieved in the gym without going under the knife. It's not about recreating your look – far from it – but about knowing who you are and working to bring your best self forward.

Non-invasive body sculpting and contouring treatments are quickly gaining popularity and, with increased affordability and ever advancing treatment methods, it's easy to see why. Viewed as an accessible and less invasive alternative to plastic surgery, this new wave of treatments offers few side effects and big results.

BODY CATALYST

As the largest and most established clinic to specialise solely in non-invasive fat reduction and body contouring, Body Catalyst is a leader in its field. 'Our philosophy is simple,' says founder Samantha Barakat Light. 'Focus on one thing and be the best at it.'

Three years ago Samantha, who now has five clinics across New South Wales and Victoria, discovered that irrespective of how well some people ate or how often they exercised, they could still retain weight in certain areas. 'Coming from a health science background, the disconnect between the two fascinated me as much as it frustrated me,' she says.

What was even more concerning for Samantha was the way this phenomenon could impact a person's confidence. She recognised that the harder we work at keeping our bodies healthy, the more frustrating it can be to have pockets of fat that just won't budge.

REDUCE STUBBORN FAT

One of the biggest breakthroughs in non-surgical body contouring occurred in the early 2000s when a group of Harvard researchers noticed how teething babies who sucked on ice cubes for prolonged periods of time appeared to lose the chubbiness in their cheeks. This observation sparked years of research into the role freezing plays in the destruction of cells.

It was found that, under carefully controlled conditions, subcutaneous fat cells are more vulnerable to the effects of cold than the surrounding tissue. This information has since been used to develop a non-invasive alternative to liposuction called cryolipolysis or 'fat freezing'.

The latest technology offered by

Body Catalyst is the CLATUU 360° FREEZE, which can be used to reduce fat on the stomach, flanks, waist, hips, chin, thighs, buttocks and arms. During treatment, a special vacuum applicator is applied to the target area to cool unwanted fat to -9°C. This process causes the cells to crystallise and die. Over the following 12 weeks, the treated cells are removed from the body during a natural cycle of elimination.

The treatment is gentle, non-toxic and takes around 60 minutes; so you can literally freeze your bum off in your lunch break! Because it requires no downtime, you can return to your daily activities immediately. As fat freezing is non-invasive, the skin is not penetrated during this process and so the risk of infection is reduced. Overall, a 20-30 per cent reduction in fat can be achieved in the target area with each fat freezing session.

It is worth noting that not all fat freezing treatments are created equal. So if you're exploring this area, it is best to look for medical grade, state of the art equipment that is TGA approved, along with skilled staff who know what they're doing. With cryolipolysis, the results can vary depending on how the treatment is performed and which technology is used.

TARGET LOOSE SKIN

As we age, our ability to produce collagen is reduced. This can result in loose, sagging skin on the face and body. Radiofrequency (RF) technology is now commonly used to tighten and tone lax skin.

RF delivers sound wave energy to areas of unwanted fat by driving controlled heat deep into the cells, causing mechanical disruption and subsequently destroying them. This stimulates apoptosis – the breakdown and removal of intracellular waste over a period of weeks or months through the body's natural



Images courtesy of Body Catalyst

elimination process.

Dalyance, offered exclusively at Body Catalyst clinics, uses the latest RF technology to visibly tighten the skin. During treatment, the RF waves penetrate the skin to tighten it from the inside out, stimulating the production of collagen and elastin proteins, which in turn have a rejuvenating impact on the body. It is a gentle and non-invasive approach capable of triggering significant results previously only achieved with surgery.

While the technology itself is scientifically cutting-edge, the treatment stimulates the body's own natural processes. Effectively it behaves as a catalyst for change without adding artificial toxins to the body.

So, if you're happy with your efforts at the gym, but want to look and feel more toned, RF provides a non-surgical option which is both gentle and effective. **CBM**

WHERE TO GET IT

For more information or to find your nearest clinic, visit www.bodycatalyst.com.au.