

PRESS RELEASE

REVOLUTIONISE THE FIGHT AGAINST CELLULITE

Sculpt-O-Vine™ Cellulite Treatment

It is estimated that around 80-95% percent of women have some degree of cellulite, regardless of whether if they are overweight, average or thin for that matter. Although not often discussed, this phenomenon has not limited itself to only the fairer gender and approximately 5% of males are affected by cellulite due to the differences in fat levels and their hormonal system. It is however not rocket science to know that probably a 100 percent of each person suffering from cellulite, despises it. Cellulite is mainly found on the belly, thighs and hips and is caused by deposits of tightly filled fat cells that grow on the connective tissue which results in deformed cell walls.

Medically, cellulite is primarily considered as a condition of poor micro-circulation that causes damage to the fat tissue under the skin however aesthetically, cellulite is a problem with the visual presentation of weakened, damaged fatty tissue and fibrous connective tissue which presents itself in the shape of lumps and dimples and is therefore commonly referred to as “orange peel”.

Due to the complexity of this phenomenon it has remained one of the most challenging conditions to treat. Several causes with a very diverse nature range from dietetic, vascular, endocrine, lifestyle and many more. Unlike men, women have skin tissue that is subject to great hormonal variations and thus promotes the deposition of storage fat. Additionally, the dermis in women are typically thinner than in men, as a result of which uneven dents cannot be balanced very well.

In order to effectively improve cellulite, the visible effects of cellulite must be treated simultaneously at several levels. In addition to selectively improved splitting up of the fat and improvement of metabolism which constitutes the removal of waste products and oedema, the strengthening of the skin tone should be a particular focal point.

After numerous massage therapies that have never really stood their ground, TheraVine™ offers a non-invasive treatment solution known as the Sculpt-O-Vine™ Cellulite Treatment and quite frankly, the name says it all. The techniques captured in this treatment are truly groundbreaking for the treatment of this complex condition and the results speak for themselves.

Not only ideal for clients who suffer from the appearance of cellulite and who are prone to fluid retention, this treatment also addresses poor circulatory and lymphatic systems and is recommended to be booked in a course suited to your desired results.

Results Include:

- the elimination of impurities, water retention and toxins
- effectively improving micro-circulation
- stimulation of micro-circulation in the treated areas which favours the breakdown and removal of stored fat
- a significant improvement in the appearance of cellulite
- more defined body contours

What to expect:

The treatment commences with a full body exfoliation using a Nylon fibre exfoliating cloth to gently remove superficial dead skin cells while at the same time improving blood circulation. This is also a perfect at home circulation booster.

A unique cellulite massage technique is then performed on affected areas such as the hips, stomach and thighs. Vigorous movements are executed to manipulate the tissue and start the process of lipolysis and because there is no massage medium used, this phase can be experienced as somewhat uncomfortable depending on how much water retention is involved.

The revolutionary award winning Sculpt-O-Vine™ Cellulite Oil is then applied and the treatment continues with a cellulite massage exclusive to TheraVine™. Essential oils of Lemon, Fennel and Grapefruit will help boost blood circulation and eliminate toxins while the botanical oil known as Ximenia will strengthen and support the epidermis which will continue to fight the appearance of cellulite.

To assist with the contouring benefits built in to this treatment, the treated areas are then coated with the peptide enriched Sculpt-O-Vine™ Contouring and Firming Body Cream. This active-based cellulite cream is scientifically proven to improve micro-circulation which aids the breakdown of fat due to the addition of Algae and Guarana Fruit Extract. Along with the use of the Sculpt-O-Vine™ Cellulite Oil, this cream is recommended for home care use as it will re-firm and sculpt your body.

To top everything off, the magnificent CirculaVine™ Refreshing Gel is then applied as this cool, refreshing gel will continue to assist with poor micro-circulation and draining of undesired toxins in the area.

Standard of excellence

What has sustained TheraVine™ for the past 10 years and will take us through our next decade and beyond is that we have remained true to the mission that got us here. We are constantly aware that what truly sets TheraVine™ apart is the fact that we built our company on heart, soul and mission and these attributes have sustained our growth for the past decade and will continue to be the foundation of every avenue that the company will embrace." With this in mind, TheraVine™ continues to base its growing success on the latest international scientific research and advanced technological active ingredients which ensure superlative product quality and innovation..

TheraVine™ – Where Science Meets Natural Beauty

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