

## **FORMOSTAR™ INFRARED BODYWRAP TREATMENTS GETS YOU REAL BENEFITS & RESULTS!**



### **How the Formostar Infrared Body Wrap Treatment Works**

The core temperature of our body is 37 degrees Celsius and constantly reduces toward the outside. Consequently, the outer areas of the body tend to be around 10 degrees Celsius colder and this is where excess fat is typically deposited.

In order to achieve body toning, it is necessary to undergo sustained cardiovascular exercise for a minimum of 30 minutes, 3 to 4 times per week. During exercise, the body temperature rises and sweat is generated as the body attempts to cool itself. At the same time, the heart works harder pumping blood at a greater rate to boost circulation. Heart rate, cardiac output and metabolic rate increase, while diastolic blood pressure drops, improving overall cardiovascular fitness and burning off fat deposits.

Guyton's Textbook of Medical Physiology reports that one gram of sweat requires 0.586 kcal. The JAMA citation above goes on to state that "A moderately conditioned person can easily sweat of 500 grams in a traditional sauna, consuming nearly 300 kcal-the equivalent of running two to three miles. A heat conditioned person can easily sweat off 600 to 800 kcal with no adverse effects. While the weight of water lost can be regained by rehydration, the calories consumed will not be."

The implications are that Far Infrared heat applied directly to the body via the silicone treatment pads will allow between 970-1400 kcal to be eliminated via perspiration during a 60 minute session.

### *Easy To Use*

One of the most appealing aspects of Formostar is that there is no need to remove clothing for an effective session. The silicone treatment pads should not be directly applied to the skin. Natural fabric such as cotton clothing is recommended. Clients simply lie down on a comfortable massage table, have the silicone treatment pads wrapped around the areas to be treated and relax for 50 minutes.

## **Benefits:**

### **Cellulite Reduction**

#### *What is Cellulite?*

Cellulite is best described as a condition of uneven deposits of fat, water, and wastes that have become trapped in connective tissues of the body just below the skin's surface. Cellulite occurs primarily in the hips, upper thighs, abdomen, buttocks and upper arms. Studies of cellulite found the biggest contributor toward a cellulite condition was poor blood circulation. However, toxic accumulation and fluid retention are major contributing factors in the formation of cellulite. Loss of blood flow to an area, whether from lack of exercise, excessive sitting, clogged arteries, or nutrient deficiency, can have a disastrous impact on cellulite formation. According to cellulite experts, cellulite generally accumulates in areas with poor circulation, and as a result, the toxins and waste materials get more clogged and harder to remove. Anyone that has cellulite, or the dimpling of the skin on the thighs, rear end, and even the lower leg area, knows that it is a very embarrassing and unsightly condition.

#### *Get Rid of Cellulite*

Formostar treats cellulite and adipose tissue with far infrared radiation and specifically, is a method of selectively delivering targeted infrared energy to each client's individual areas of concern on their bodies. The treatment shrinks the fat stores and removes the toxins beneath the surface of the skin that are the root cause of the dimpled appearance of cellulite. In addition, the Infrared Body Wrap heat penetrates deep into the client's body to start liquefying the subcutaneous fat so that it gets released via the sweat and other body elimination systems.

The Formostar Treatment significantly improves your blood circulation and by improving the blood flow to the target area, you can eliminate the conditions that caused Cellulite to form in the first place. In summary, when you shrink the subcutaneous stored fat cells and remove the toxins and retained fluids from beneath the skin surface, cellulite will no longer cause dimpling on the skin surface.

## **Burns Calories**

A calorie is a measure of energy expenditure. The calories referred to in diet and exercise, are kilocalories (kcal), 1000 of the calories referred to in science labs for measuring chemical reactions. A pound of fat stores 3500 calories (kcal). To lose half a kilo of fat a week a person must eat approximately 500 fewer calories (kcal) per day than he/she expends. The range of daily calorie burning is from 1600 for a sedentary woman or older people, to 2800 for active men, very active women and teenage boys.

You can burn up to 900 to 1400 calories or more in just one 50 minute session. Your body will burn off those calories through the day. Best of all is that the inch loss from infrared is permanent.

## **Increases Metabolism**

The heat produced by the Formostar Infrared Body Wrap Treatment is similar to that of a cardio or physical workout all while laying down for a period of fifty minutes. This infrared heat stimulates the metabolism and increases blood circulation just like it would with a workout session. It will also increase your heart rate and increase blood circulation. This increased circulation will also increase your Basic Metabolic Rate and by doing so consumes or burns calories.

As you relax in the gentle Infrared Body Wrap treatment, your body is actually hard at work producing sweat, pumping blood, and burning calories. As your body increases sweat production to cool itself, your heart will work harder to pump blood at a greater rate to boost blood circulation.

The amount of calories burned during one session will vary from person to person depending on their size, but calories will be burned as if you had exercised. Your metabolism will also be stimulated for at least 24 to 36 hours after using this treatment. This means that your body will be burning calories at a higher rate for the next several days after using one treatment. Best results will occur by using an Infrared Body Wrap Treatment at least twice per week. And drink lots and lots of water.

## **Body Contouring**

The body contouring opportunity for the Formostar Infrared Body Wrap's unique approach to treating subcutaneous fat and cellulite is significant.

The Formostar treatment is a very natural non-invasive infrared light therapy processes that reduces body fat, removes stored toxins and enhances body metabolism, resulting in tighter, smoother looking-skin and a streamlined form without sacrificing the curves your clients want to keep. Target specific body shaping, cellulite reduction, skin rejuvenation and a better overall sense of enhanced well being is exactly what Formostar can help clients achieve.

## **Fat Loss**

When we accumulate body fat, blood circulation becomes worse. Because of a lack of blood circulation, we cannot metabolize or burn body fat. In addition, very little heat is being circulated to that part of your body. This is what we call “cold spots.” When we take away the heat from that area of your body and it cools, the fat then turns from subcutaneous fat into cellulite. Subcutaneous fat is very soft and easy to lose. Cellulite is almost like hard muscle that is hardened from lack of blood circulation.

The purpose of the Infrared Body Wrap Treatment is to apply heat to the body in order to get underneath the fat tissue and thin the blood to allow it to get into the areas where fat tissue exists. Bringing the blood back into the areas that have had restricted blood flow causes the metabolism rates to rise. The heat softens the fat tissue causing it to break up and be released into the blood stream in the form of calories to be burned up as energy. When we have an excess of calories, the body stores them as fat. The Infrared Body Wrap Treatment reverses this process by breaking the fat down into calories and placing them back into the blood stream to be used as energy.

You can burn up to 900 to 1400 calories or more in just one 50 minute Infrared Body Wrap Treatment. Your body will burn off those calories throughout the day.

## **FAQs**

### **Q: How long does each client treatment last?**

A: The customer is wrapped for 50 minutes, with around 10 minute machine warm-up.

### **Q: What parts of the body can be targeted?**

A: There are six high-density silicone treatment pads providing several wrapping options. For most women, the silicone pads are wrapped around the thighs, hips, abdomen, and arms. For men, the usual configuration is thighs, abdomen, chest, and arms. If the arms don't need much toning up, the calves can be wrapped instead. The heat to each of the silicone pads is individually controlled therefore the level can be set according to the client's comfort level.

### **Q: What is the body reshaping opportunity using the Formostar?**

A: The answer greatly depends on the physiological make-up of each individual. Generally, the greater the excess weight being carried, the faster and more dramatic the reshaping results will be. Some people will not experience significant weight loss at all but will see improved body shaping, losing inches or dress sizes. Extremely physically fit people that don't carry excess weight or inches can experience much improved muscle tone. Obviously, the more physically active a person is, the greater the benefits that can be achieved from Formostar. Common sense dictates that if a client is on a Formostar program and then eats or drinks excessively most of the results will be negated. Ideally, Formostar will be of most value with a balanced exercise and eating program. Clients that lead a very sedentary lifestyle can still achieve great results over a longer period assuming that they exercise adequate control over dietary and other general health factors. Experience worldwide indicates that the rule of thumb is one clothes size reduction in 6

to 10 sessions with 2 to 3 days between each session. However, as previously indicated, results will be dependent on each person's particular make up and physiology

**Q: How & Why Does Formostar Far Infrared Body Wrap Work?**

A: Far infrared energy is a part of the natural light spectrum minus the UV element. The Formostar Far Infrared Body Wrap has been designed to output energy in the 5.6 to 25 micron infrared ray band also peaking around the 9.4 micron level to achieve maximum effectiveness. When Far Infrared energy penetrates through the skin it transforms from light energy to heat energy and elevates the temperature of the subcutaneous layers. The body's absorption of this energy simulates a workout, burning up to 900 to 1400 calories in a 50 minute session providing body shaping and detoxification.

**Q: How often can clients repeat Formostar treatments?**

A: This will depend on a person's lifestyle. If a person is very physically active undertaking significant walking, jogging, working out, or competitive sports, then Formostar treatments can be as often as every 2 days. For best results it is preferable right before a workout as this will help burn the most dramatic amount of calories and also has maximum impact on body definition. With relatively physically inactive people, a minimum of 3 days between sessions is recommended. More regular sessions are unnecessary and may actually be detrimental to results. Upon reaching the intended body shape, it is possible to revert to maintenance only schedule, which for most people, should be around 2 to 4 times a month.

**Q: Can clients use multiple infrared treatments, such as Formostar and a tanning session, on the same day?**

A: Both the Formostar and a tanning bed give off infrared heat therefore it is possible to receive a burn or heat rash if both sessions are undertaken on the same day. It is not recommended, especially if the client is fair skinned and prone to burning. Tanning the previous or the next day should be perfectly fine.

**Q: Who can use Infrared Heat?**

A: Virtually everyone from all walks of life can gain benefit from a Formostar Far Infrared program. However, sessions should not be undertaken unless clients have received their Doctor's advice where any of the following conditions exist: Over activity of the thyroid gland, cardiac infarction, cardiac weakness, constriction of the coronary blood vessels, marked high or low blood pressure, diabetes requiring insulin treatment, disturbances to the function of the kidneys and associated organs, fever, severe general infection, contact allergies, skin diseases, open wounds, newly acquired shingles, pregnancy, prescribed medicines causing increased sensitivity to physical stimulation (for example antibiotics), cases of severe varicose veins. As always, if any doubt exists, it is recommended that clients seek their doctor's or health practitioner's advice

**Q: Should I drink water before or after a session?**

A: It is recommended that drinking water before, during and after a session allows the body to stay hydrated and replaces body fluids that have been sweated out during the session.

**Q: Will changing dietary and health habits improve results from the Formostar Far Infrared sessions?**

A: Of course any diet and lifestyle improvement will be of benefit whether or not people decide to undertake a Formostar program. However, if a client has made the commitment to the Formostar program then more value will be derived from that commitment if other lifestyle improvements are also undertaken.

### **Q: What Is Infrared?**

Infrared is the band of light we perceive as heat. We cannot see this band of light with the naked eye, but we can feel this type of light in the form of heat. Our sun produces most of its energy output in the infrared segment of the spectrum. Infrared rays heat your body without having to heat the air in-between, through a process called conversion.

The infrared is divided into 3 segments by wavelengths, measured in microns; 0.76~1.5 microns-near; 1.5~5.6 microns-middle; 5.6~1000 microns-far infrared. Among these segments, only far infrared penetrates organic substances such as the human body two to three inches so that the warming effect is very uniform.

## **Additional Notes & Instructions:**

1. This is a system (process). You can't get thin going to the gym once a month. And you can't get thin doing the Formostar once a month. To get real results, you need to come consistently.
2. Just because you burn up to 1,400 calories per session, you can't go and eat a McDonalds burger and say "It's ok... I burned tons of calories already today." So still watch what you eat like any other diet routine that you are on. Eating poorly can easily negate the great results from Formostar so don't treat it as a 'license to eat poorly.'
3. Other benefits:
  - A) Boosts your immune system
  - B) Helps to relieve pain from Joints/ muscles and stress and/or arthritis
  - C) Detoxifies your body from most metals and chemicals
  - D) Helps to reduce your cholesterol
  - E) Helps to rejuvenate skin tone and clears your skin of blemishes
  - F) Helps to reduce stretch marks/ scares or cellulite
4. You NEED to drink LOTS of water. Your body should have 64oz of water per day. This is so you do not get dehydrated. **Drink 50% to 70% of your body weight in ounces!**
5. If you have high blood pressure, as a precaution, please contact your doctor and have him sign for you to do the Formostar. This is a machine that will increase your blood flow with infrared heat. If your doctor has any questions, he/she may call anytime to discuss.

6. If you have any metal pins or plates in your body, we don't want to wrap directly over them, as the system can cause them to heat up. Having you wrapped in other areas will be fine.
7. If there is any chance of pregnancy, please wait and take a test to be sure.
8. To prepare for each session, it is advised that you bring:
  - A. Sweat Suit – without zippers to change into when you get here
  - B. A change of undergarments for after your session (you'll sweat a lot)
  - C. Take off all jewelry before session
  - D. You can bring your IPOD, Cd's, books, magazine or DVD
  - E. Wire Bras – please take off
  - F. Remove Jewelry, including belly rings
  - G. Also helps with menstrual cramps