

The intelligent way to turn fat into energy.

CONSULTATION DOCUMENT

What is cell-I!™™ ?

Cell-I!™™ uses i-Lipo...

- Cold laser therapy
- Low levels of laser
- Very low risk of complications

How does it work?

- Reduction of adipose cell size
- Removes contents of fat cells
- Stimulates lymphatic system to mobilise this fat
- Exercise post treatment 'burns off' this fat

Benefits

- Fast treatment time
- Fast results
- Immediate results
- Course of sessions will provide continual inch loss as fat cell contents are released
- Selective targeting of 'problem areas'

What can I expect?

- Typical loss over a course of treatments is up to 2 dress sizes
- Dependant on each individual and their depth of fat layer, diet and lifestyle

Will I need future treatments?

- Once fat is reduced, it will only return if the calories in exceeds calories out
- Client can schedule occasional or regular one off treatments to counter-act diet blips

How long will my treatments last?

- Simple maths, calories in = calories out
- Once you buy a fat cell its yours to keep



Pre-treatment Protocol

AVOID:

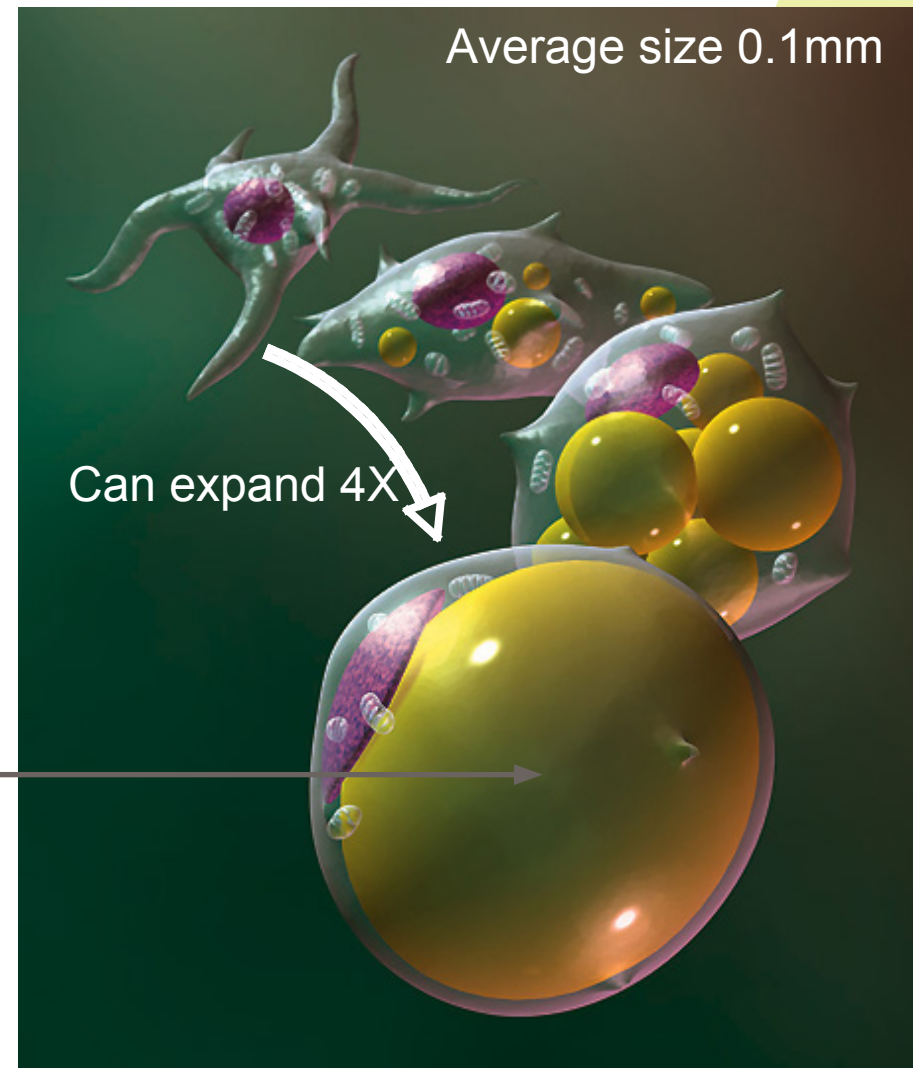
- A heavy meal in the two hours before and after each treatment as this will confuse the body as to which 'fat' to metabolise
- Coffee, Tea or carbonated drinks prior to a treatment as these may cause bloating. Good hydration provides a healthy lymphatic system
- Treatment around menstruation



What is Adipose Tissue

- Adipose tissue = fat cells
- Each individual has 20-40 billion fat cells

Fat contents (Triglycerides) stored as semi-liquid inclusion in the cytosol of each cell



What are Lymph Nodes?

What are Lymph Nodes?

Bean-shaped, few mm to 1-2cm in size. We have approx 500-600 nodes clustered in underarms, groin, neck, chest and abdomen

What do they do?

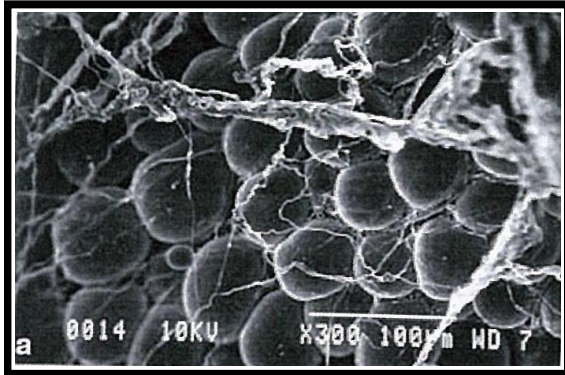
They act as filters for foreign particles and are part of the body's immune system

Why are they important?

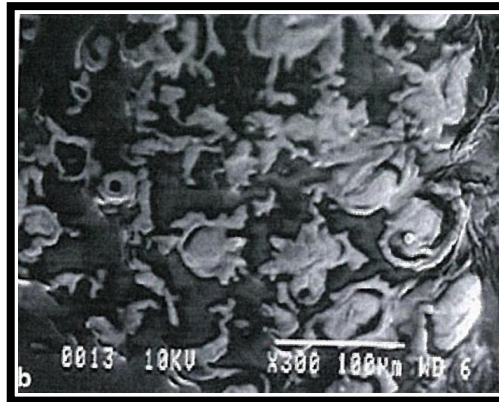
Stimulation of nodes enhances activity of lymphatic flow system to remove fat freed from the cells during treatment



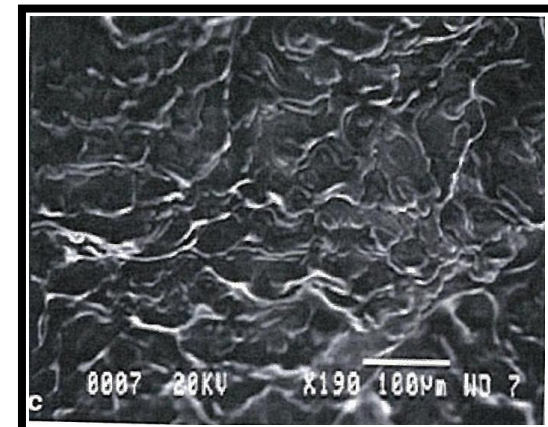
Mechanism of Action - LLLT



a) Round adipose cells with the surrounding connective tissue



b) At 4 mins of laser exposure, 80% of the fat is seen coming out of the adipose cell through a disrupted membrane



c) At 6 mins of laser exposure, the fat is almost completely liquefied outside the cell

From Grapes to Raisins

The Empty fat cells are still there, just taking up less space.

In the future, they can be filled up again if the body has excess calories from food.



The Perfect Client

- Someone who has made a decision to improve their overall diet and exercise regime, and wants help to reduce up to 1-2 dress sizes in an anatomical location
- Someone who wants quick results
- Someone looking for motivation to carry on
- Results for a one-off special event
- Specific targeting of 'resistant' areas despite regular gym usage

Contra-indications

- Pregnancy / Breast Feeding
- Epilepsy
- Persons under 18 years old
- Thyroid Gland Dysfunctions
- Type 1 IDDM, Type 2 NIDDM
- Cardiac Arrhythmias, Heart Disease or Uncontrolled Hypertension
- Pacemakers
- History of Cancer
- Current Radiation/Chemotherapy Treatment
- Liver/Kidney Disease
- Photosensitivity to 650-660nm light
- Immuno-suppressed disorders
- Care with dark skin types and tattoos

Treatment Schedule

- Course of 8 sessions
- Treatment twice weekly
- Treatment time 20 minutes
(3 x 6 minute irradiation)
- Exercise/cardio-vascular should be performed as soon as possible after treatment
- Advise only one treatment area at any one time (30 minutes)
- Multiple treatment zones will mobilise large amounts of fat that may not be metabolised during the exercise aspect of treatment
- May be re-stored, reducing results
- Once one course is finished, a second zone can be started on after 2 week rest period



Post-treatment Exercise

- Exercise will speed up metabolic rate and 'use-up' mobilised fat
- Prevent fat being re-stored
- 30 minutes cell-I!™™ = 30 (to 45) minutes cardio-vascular exercise
- 30 minutes cell-I!™™ mobilises an average of 200-400 calories of fat cell contents



Cardio-Vascular exercise

- 30 minutes of moderate to intense cardio exercise straight after treatment
- First 20+ minutes metabolising 'quick' energy stored as glycogen in liver
- After then metabolise other sources including that mobilised by cell-I!™™

Sustained work out at 'fat burning' rate

- Walking (Moderate) – 144 calories/hr
- Walking (Vigorous) – 195 calories/hr
- Skipping – 303 calories/hr
- Cycling (Moderate 10mph) – 303 calories/hr
- Cycling (Vigorous 15mph) – 486 calories/hr

Client Aftercare Advice

- cell-I!™™ treatment will achieve 'inch loss'
- cell-I!™™ DOES NOT remove fat cells or the ability to store fat in the treatment area
- This is GOOD, since removing the ability to store fat here will make the body seek out other areas to store vital energy, such as the major organs or arteries
- Diet and exercise is crucial to retain results in the future
- Healthy lymphatic system and cells increases results



Maximising Results

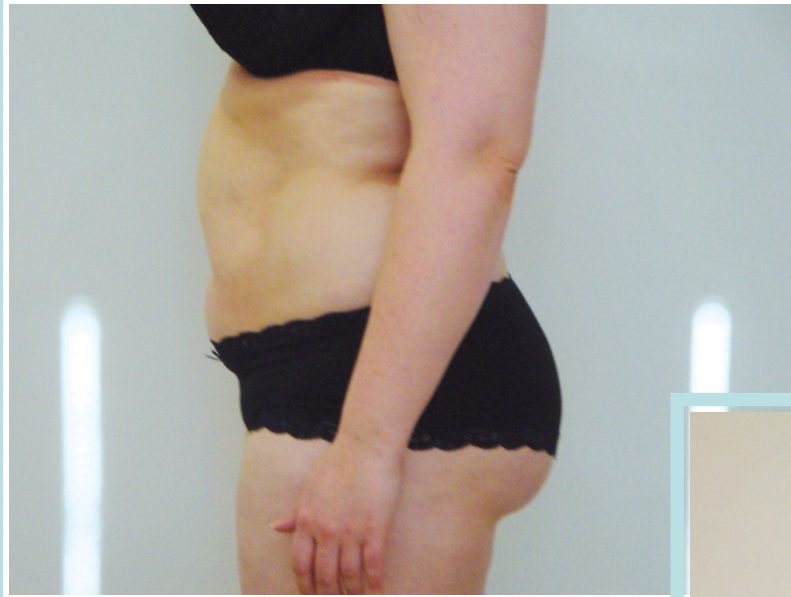
- Avoid 'normal' meal just prior or after treatment
- Exercise as soon as possible after treatment (moderate to vigorous cardio exercise recommended)
- Consider manual lymphatic massage to enhance drainage post treatment

More Questions?

- Please ask your cell-I!TM consultant



Before & After



BEFORE

3 inch loss and
down a dress size



AFTER

Before & After



BEFORE



AFTER



BEFORE



AFTER

Before & After

Before and after 8 treatments
Total inch loss: 12.6 inches



BEFORE

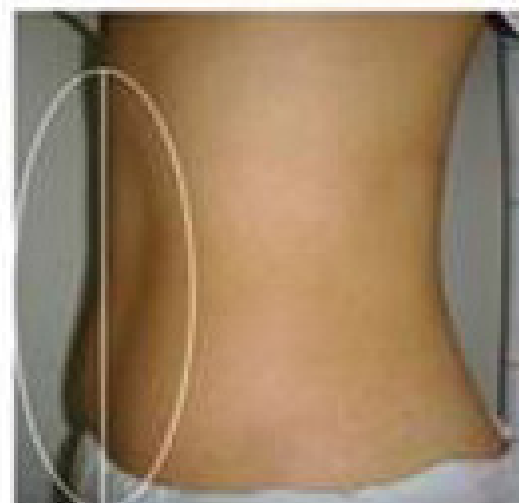


AFTER

Before & After



BEFORE



AFTER

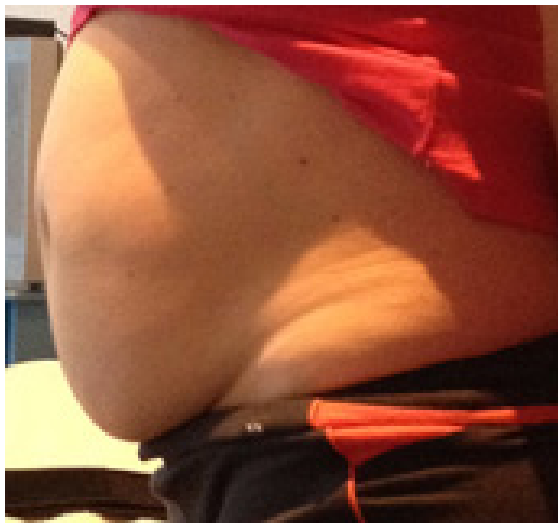
Before & After



BEFORE



AFTER



BEFORE



AFTER

Before & After



BEFORE



AFTER

Before & After



BEFORE



AFTER

Before & After

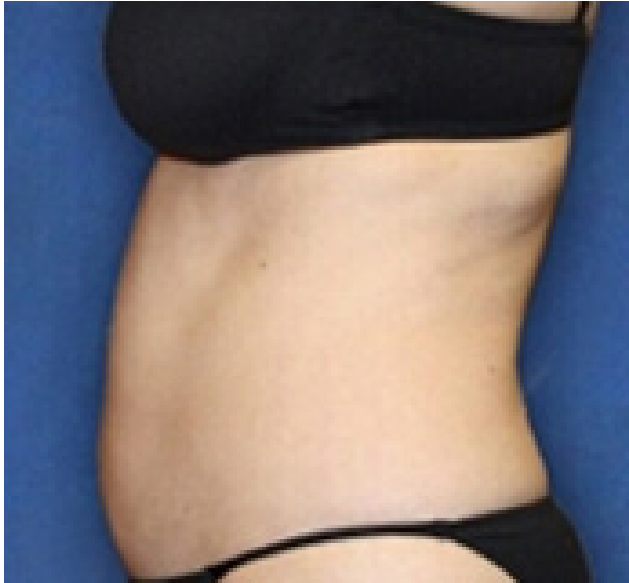


BEFORE

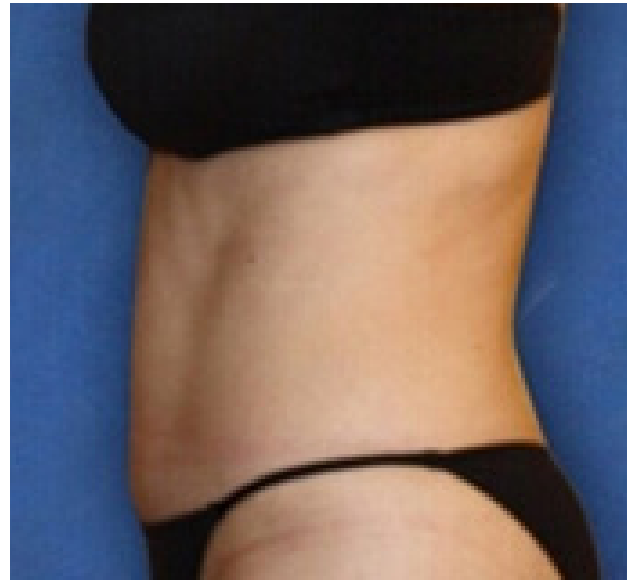


AFTER

Before & After



BEFORE



AFTER

Testimonials

Tori – Fernwood Capalaba

I joined Fernwood Capalaba in February with the intention of getting fit, healthy and slimming down for my wedding in October. I started going to the gym three/four times a week, really getting in the Zumba classes and the cardio machines. I started to see the advertisements for cell-IQ™ around May. By this time I was feeling fitter (less exhausted after a Zumba class!) and a bit tighter, but I still had my jiggle bits. And there were areas around my hips and waist that no matter what I did, I just couldn't shift.

The information regarding cell-IQ™ got my attention. I researched the cell-IQ™ treatment and started asking the ladies at the gym about it. I attended the launch and saw the difference the treatment had made to each of the ladies who had tried it. They were real people – I was intrigued. I signed up that night, had my first treatment a week and half later, and have not looked back.

Before cell-IQ™, every time I sat down I would have to adjust my jeans in the hope of hiding my bulges. After cell-IQ™, I found myself adjusting my pants, then realising it wasn't necessary. No more bulges AND extra room in my jeans! I went for my second last dress fitting after completing my cell-IQ™ treatments so excited to see what a difference it had made – and oh my goodness! The treatment was so effective that the room my dressmaker had left for fluctuations up and down was just not needed! I lost two dress sizes! She measured my waist and hips, gave me the measurements and said "Maintain! You can't lose any more centimetres!"

I am so psyched! My goal was to get fit and healthy, slim down and look amazing in my dress – and even more amazing on my honeymoon, and thanks to the team at Fernwood and cell-IQ™. I have achieved that goal. The continued support they provide has kept me motivated towards maintaining my goal. The results I have achieved have far surpassed my expectations, and I couldn't be happier.

Thank you so much!!

Kim – Fernwood St Agnes

I always had a problem with excess weight around my stomach and find it quite hard to lose fat from this area even when I can lose it from everywhere else.

I am quite tall, so by dressing appropriately I could disguise my stomach. But when it wasn't hidden I thought it was quite disgusting.

Even though I was sceptical, I decided to try cell-IQ™ to target the stubborn areas I have been unable to shift. I was surprised to lose 9.5cm after my first session. I proceeded to do a course of eight cell-IQ™ treatments – two per week for four weeks – and lost a total of 25.5cm!

Testimonials

Sara Zaknic – Fernwood Melville

I have to admit, I was fairly sceptical about trying cell-IQ™. I thought exercise would always prevail. But even after losing weight with exercise, I still had the standard hard to move areas: a tummy and saddlebags.

After eight sessions on my tummy I measured 12cm less! I am totally wrapped with the results and I'm now having a course of cell-IQ™ on my saddlebags. Watch out for the next set of photos!

Jessica Brandham – Fernwood Melville

When starting cell-IQ™ I honestly didn't think someone my size would have great results. Because cell-IQ™ is a spot reducing treatment, I didn't think I would lose much fat. But after my first session I lost 6cms.

I have always carried extra weight on my hips and I really wanted to get rid of some of that stubborn fat. After just 6 weeks of cell-IQ™ sessions, weekly weigh-ins and training 5-6 times a week, I lost 4kg and 20cms! I can't believe it!

Glenda – Fernwood Melbourne City

I started cell-IQ™ treatments because I wanted to do something to lose weight but did not want to go down the surgical intervention path. I saw cell-IQ™ as an opportunity to meet my personal goals to reduce my love handles and stomach prior to the forthcoming Spring Carnival. cell-IQ™ offered a package that appealed: cell-IQ™ treatments, access to the gym, personal training and dietary assessment.

The cell-IQ™ technician was pleasant and competent, making me feel comfortable and completely at ease during the treatments. The sessions were pleasant, pain free and relaxing. I could even attend during my lunchbreak and catch up on a few minutes of sleep!

I noticed the difference to the decrease of my waistline both visibly and through the fit of my clothing. Eleven days after my last treatment I had still maintained a 10.5cm loss from the treated area.