

Slimmers Warned to Avoid Risky Crash Diets for the Perfect Beach Body

Holiday-makers are being urged by a leading cosmetic expert to plan ahead when thinking about losing weight to get the 'perfect beach body'. Desperate crash diets and last minute, intensive exercise regimes can pose a great risk to health.

Leading non-surgical cosmetic specialist SkinGenesis is warning slimmers of the risks of desperate crash diets and exercise regimes in a quest for the perfect beach body ahead of the holiday season.

Peter Beard, director of SkinGenesis is urging people to plan ahead for weightloss attempts to avoid potential health risks caused by last minute crash diets and short-lived intensive exercise regimes.

Peter said: Sudden bursts of intensive exercise can be a shock to the body and can put it under an unfamiliar amount of strain. Crash diets have a similar effect as they are usually lacking in essential nutrients and calories, which can actually do more harm than good.

Everyone likes to look good at the beach, however any attempts to lose weight should be well planned and carried out at a gradual, sensible pace. This will not only provide better results in shedding the pounds, but will ensure that you are looking after your body and your health too.

As non-surgical cosmetic experts, SkinGenesis provides non-invasive treatments that are designed to work harmoniously with the body's natural mechanisms and boost its appearance in a way that requires no downtime or discomfort.

An increasing number of people are also turning to the knife to assist with their weightloss programmes and undergoing surgical operations such as liposuction and tummy tucks.

Expertly developed, alternative fat reduction treatments such as laser and mesotherapy have been used for years to help people get rid of excess fat quickly and naturally when coupled with a sensible exercise regime and a healthy balanced diet.

Mesotherapy has long been the secret of many a Parisian woman who needed to lose body fat and dates back to the 1960s. Now a modern, innovative technique, mesotherapy is a seven week programme and requires zero needles or invasive procedures when it is delivered using a process called Isophoresis.

By introducing small quantities of concentrated natural ingredients normally found in the body, such as amino acids, precisely into the targeted areas, troublesome fat is mobilised with no risk of discomfort, bruising, scabbing or infection.

Peter's top five tips for losing fat safely:

" **Don't skip a healthy breakfast** eating something nutritious in the morning can keep hunger pangs at bay until lunchtime, meaning you eat less, but get all the nutrients you need to stay healthy.

" **Build up exercise regimes gradually** if you are not much of a gym bunny, it's wise to build up physical activity gradually to enable the body to get used to this new healthy you. Start with fast-paced walking, or maybe a gentle exercise DVD, and then once you are happy with your new found fitness, push yourself further each time you exercise. Losing weight with a friend will also provide the support you need and make it fun.

" **Don't turn to the knife** shortcuts might be tempting, however surgical procedures carry great risks and might not give you the result you wanted. If diet and exercise don't provide a complete remedy, explore your options first and consider combining them with the many natural, non-invasive methods available, like mesotherapy or infra-red technology to give your efforts an added boost.

" **Eat things in moderation** Cutting out all the things you love will only make you resent your new lifestyle, so be realistic from the outset. A variety of fruit and vegetables is key to a successful healthy eating plan, but if you like chocolate, give yourself a set tasty treat once or twice a week, but only have small amounts. These rewards will give you something to look forward to and work towards.

" **Be disciplined** unless you consult a professional the only person who will have any control over how much weight you lose is you. Don't put training sessions on hold until tomorrow or vow to start your healthy eating plan next week. Do it now and start counting down to that white sandy beach.

SkinGenesis is a non-surgical cosmetic expert with clinics in Leeds, Manchester and Chester.

For more information on how you can plan ahead and aid your bikini diet this summer to look fabulous on the beach, visit the SkinGenesis website www.skingenesis.co.uk

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Issued on behalf of SkinGenesis by Adessi

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NOTES TO EDITOR

SkinGenesis is a non-surgical cosmetic clinic established in 2003 with branches in city centre locations in Leeds, Manchester and Chester. SkinGenesis was set up by Peter Beard, Emma Parrish and William Haseldine, with 200 clients undergoing treatment at each clinic at any one time.

Clinics are staffed by trained nurses and practitioners and are registered with the Care Quality Commission.

SkinGenesis offer Intense Pulsed Light (IPL), Microdermabrasion (Mda), Mesotherapy, Ultrasound Skin Toning and the latest range of medical and resurfacing peels and de-pigmentation technologies which are safe, proven and non-surgical.

SkinGenesis offers a unique Satisfaction Guarantee on most of its treatments.

SkinGenesis is an accredited Investor in People.

Peter Beard is an expert in non-surgical cosmetic treatments and has appeared in various media including BBC Radio Manchester, BBC Radio Leeds and Channel M. He is a pioneer in this field and was one of the first in the country to complete a BTEC Advanced Award in Skin Laser Technology, Treatment and Applications (Level 4).

William Haseldine has recently appeared in various media including BBC Radio Leeds commenting on trends in the non-surgical cosmetic treatment industry.

SkinGenesis also appeared on GMTV in 2009.

For more information visit www.skingenesis.co.uk