



PRESS RELEASE - BEAT THE WAR AGAINST CELLULITE

Ladies are forever looking for that hope in a jar to combat the problem of cellulite, fluid retention and getting back into those pesky jeans.

Proskins sports wear **favoured by elite athletes** and celebrities, have launched a range of anti-cellulite compression sports wear clothing called **Proskins Slim**, to **combat the key factors of ageing to our skin.**



The **symptoms of cellulite** are known as “**adiposis edematosa**’ (excessive accumulation of fat deposits), “**dermopanniculosis deformans**” (deformation of the dermis layer) and “**status protrusus cutis**” (the pinching of lower layers in the skin). It is usually found on the thighs and back of the legs, upper arms, bottom and stomach, but can in fact form anywhere where excess fatty tissue accumulates. An **estimated 90% of women** (postpubertal) in the **UK** are **affected**.

The groundbreaking **compression fabric** of Proskins *Slim* anti-cellulite range is made from **patented microencapsulated yarn** containing **Caffeine, Retinol Ceramides, Aloe Vera, Fatty Acids and Vitamin E**. These five ingredients along with the high tech compression fabric, improves the overall skin condition by **tackling the three major causes of cellulite** - blood circulation, fluid retention and lymphatic drainage.

SO HOW DOES IT WORK?

COMPRESSION FABRIC - A **controlled level** of scientific pressure **promotes blood circulation** and **lymphatic drainage**, flushing **fluid** and **toxins** from the body, which would otherwise bind with collagen fibers in fat cells, causing cellulite.

CAFFEINE – Secreted into the skin while wearing Proskins Slim, stimulates blood flow to reduce fat nodes beneath the dermis, smoothing the bumpy surface appearance of cellulite, by retexturing skin and improving overall tone.

RETINOL – A skin regenerator, which stimulates collagen the strongest natural protein for skin resistance and tone, giving a youthful appearance to the skin.

VITAMIN E – A fat-soluble antioxidant that stops the production of reactive oxygen species formed when fat undergoes oxidation.

ALOE VERA – Moisturises the skin, to help it feel smoother and softer.

FATTY ACIDS - Fatty acids are important sources of fuel, as when metabolized they yield large quantities of ATP (transporter of chemical energy) the perfect vehicle to improve the penetration of the rest of the active principles into the skin.

It is recommended to wear the garments **8 hours a day**, for **28 days** to gain the maximum impact. In the **first week** of use you will **relieve excess fluid** redefining areas such as ankles and calves, following that your skin will be **smoother, firmer** and a **reduction of up to 2cm of fat**.

Notes to Editors

- Can be worn during intensive exercise or as day apparel wear, due to the density and comfort of the fabric.
- The micro-encapsules is guaranteed to remain in the garment for at least 100 washes.
- Proskins garments are temperature regulated to 37C (the optimum body temperature for performance).
- The compression fabric contains silver, an anti-bacterial treatment for extended and improved garment life.
- Contains Caffeine, Retinol, Vitamin E, Fatty Acids and Aloe Vera.
- Compression fabric gives improved circulation and blood flow, to achieve a more even skin tone.

Independent clinical and sensorial tests found the following wearing Proskins Slim for 28 days:

- 76% slimming efficacy.
- Up to 2cm reduction on thighs perimeter.
- 65% efficacy reduction of fat nodes. Redensifying effect.
- 63% of users stated a reduction of cellulite.
- 67% felt their jeans were less tight.
- 72% of users felt lightness sensation.



RETAIL COSTS

Proskins Slim Ladies 3/4 Length Sleeve Shirt	£55.00	Proskins Slim Ladies Knee Length Shorts	£40.00
Proskins Slim Ladies Full Length Leggings	£50.00	Proskins Slim Ladies Short Length Shorts	£35.00
Proskins Slim Ladies Capri Length Leggings	£45.00		

Available @ Next online www.next.co.uk, www.clothingattesco.co.uk and www.proskins.co.uk

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