

Health & Beauty

New Discoveries To Help Fight Battle Of The Bulge

(NAPSA)—A second slice of cake, an extra helping of pasta, a few more cubes of cheese from a party tray—the ongoing expansion of the American waistline is a slow process, with people putting on a pound here and there, but ultimately finding themselves unable to shed the unwanted weight.

The various weight-loss methods that people employ—resolving to eat less, going on a diet, joining a health club, etc.—can be highly effective in lowering the numbers on the scale, but they don't always work for everybody.

Fortunately, we may no longer have to rely on self-help books and health clubs alone. Technological advances in the study of skin care and aromachology, the effect of certain scents on mind and body, are providing exciting new weapons in the battle of the bulge.

Researchers at Shiseido, for example, have discovered that a unique combination of certain fragrance factors and topically applied caffeine can help spark the fat-burning process. These scientific findings inspired Body Creator (\$50), a lightweight hydro-gel that glides on smoothly, creating a cooling sensation on the skin, while its SLM fragrance—a spicy, lemony mixture—imparts aromachology benefits to the senses.

For best results, the company recommends twice-daily application to “problem areas” such as hips, thighs and abdomen, and allowing yourself to enjoy its pleasant, refreshing aroma for at least a



Breakthrough studies in “aromachology” may offer new weapons in the battle of the bulge.

half-hour before applying perfumes or other scented products.

According to Shiseido, nearly three million bottles of this breakthrough product have been sold worldwide so far, with customers swearing by its body-loving results.

Of course, researchers agree it is best to try to stay in shape all year long with a sensible diet and a healthy combination of cardiovascular workouts and weight training. For many people, however, products like Body Creator may offer a fresh new way to fight the battle of the bulge.

Shiseido Body Creator is available at Macy's, Bloomingdale's and other fine department stores nationwide. For more information, visit www.sca.shiseido.com.