



Flourish. Inside & Out.

Press Release

21 January 2014

How to Reduce Cellulite on Buttocks & Thighs in 30 days – No. 1 Scandinavian Slimming brand, 30days™, Completes Range with Anti-Cellulite Lotion

Finally, a lotion that will allow users to show off their legs in those shorts in just 30 days! Natural Pharma Pte. Ltd. has introduced 30days™ Anti-Cellulite Lotion as part of its 30days™ slimming range, which consists of a system of supplements and this lotion. This anti-cellulite lotion works to smoothen dimpled skin for better, firmer skin and increase microcirculation for the reduction in cellulite in troublesome areas like the buttocks and thighs.

According to Dr. Roald Strand of Norway, cellulite is the fatty tissue caused by the lack of metabolism of fat i.e. where fat is not burned off effectively. The fatty tissue develops its particular appearance from tiny connective tissue fibers that look like the mesh of a fishing net glued to the skin and muscles. The fibers also keep the fat from moving to the lower parts of the thighs. When the fatty cells are inflated, the tissue swells and the “fishing net” or connective tissue that is supposed to keep them in place thickens. This cellulite is what makes slimming around the hips, buttocks and thighs difficult for some women, thus, working on increasing microcirculation and the resultant reduction in cellulite is key in slimming these common problem areas.

Besides improving such microcirculation, 30days™ Anti-Cellulite Lotion is designed to also strengthen the immune system with its combination of beta glucan 1.3/1.6 and herbal extracts that have proven useful in the treatment of cellulite. This lotion helps drain excess water from the body and enhance the regeneration of healthy cells in the dermis and sub dermis.

A scientific trial was conducted with a group of 8 women over a period of 30 days in Singapore. The age range was from 25 to 60 years old with an average age of 39.4 years of age. Participants used 30days™ Anti-Cellulite Lotion together with 30days™ supplements.

30days™ Anti-Cellulite Lotion Statistics

	Hip	Thigh	Buttocks
Average	-3.2cm	-1.86cm	-0.51cm
Best Reading	-3.2cm	-3.6cm	-4.7cm

The results demonstrate that every participant who was consistent with the programme and followed given instructions experienced a reduction in size in their hips, thighs and/or buttocks. 30days™ CelluVision film was used to measure microcirculation and most of the test participants experienced an increase in temperature i.e. an increase in microcirculation, in their thighs. This increase was accompanied by smoother and better skin.

30days™ Anti-Cellulite Lotion is available at selected Guardian Health & Beauty, John Little and Watson's stores from March 2014.



Flourish. Inside & Out.

Ends

*

Notes for Editors

Natural Pharma Pte. Ltd. is an associate company of 2 Norwegian wellness companies that specialize in health and skincare. Its philosophy that healthy living is the foundation towards leading a fulfilling life stems from the belief that life is not just about breathing, but flourishing.

30days™ Anti-Cellulite Lotion RRP SGD78.00

<http://30days.naturalpharma.com.sg>

*

Contact Details:

Elizabeth Chew (Ms.) | Office: +65 6734 0618 | Mobile: +65 9270 6206

Email: elizabeth.chew@naturalpharma.com.sg | Website: www.naturalpharma.com.sg