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For Immediate Release

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me^{HD} Skincare & Makeup Studio and ProFit Personal Training Studio, both located in Keller Town Center at the Arthouse, announce the introduction of a new image program designed to target and eliminate cellulite, me-FIT ... A unique and fun program that is like liposuction WITHOUT painful surgery!

What is cellulite?

Cellulite is the bulges and dimples on the thighs, buttocks and stomach that are caused by the fat we eat that becomes trapped in bands of connective tissue. Although some fat is necessary and therefore cellulite happens to almost everyone, studies suggest that with a combination of cardiovascular exercise and isometric exercises combined with a series of cellulite massage treatments, you can reduce or eliminate cellulite.

How does a cellulite massage work?

The cellulite massage works primarily on three levels.

1. **Improves circulation.** When the circulation is improved, the fatty areas are softened and then released over time. The kneading and gentle rubbing soothes the tension in the muscles and improves the blood flow.
2. **Targets the lymphatic system.** The cellulite massage can break up the fatty deposits and expel excess water using a gentle massage and suction action that when rolled over the top layer of fat makes a fold. This folding action stretches the connective tissue and results in the reduction of cellulite and body measurements. FDA approved claims that involved cellulite massage treatments that included temporary reduction of cellulite, reduced body measurements, increased circulation, relief of muscular pain, and reduction of muscle spasms.
3. **Disposes of toxins.** The cellulite massage and suction treatment will work through the fatty lumps that contain toxins that cause cellulite and eventually rid them from your body through the lymphatic system.

How does exercise work with the cellulite massage?

The ProFIT personal training sessions are specifically tailored to each individual to help reduce cellulite. This includes a combination of proper nutrition, cardiovascular conditioning and strength training.

1. **Nutrition-** Learning what foods to eat and when is an essential part of any successful exercise program. As we work to reduce cellulite, we will also promote an overall healthy lifestyle so each person can continue to see the results of the me-fit treatment.
2. **Cardiovascular-** Cardio helps to strengthen the whole cardio vascular system, increase blood flow to the brain to decrease fatigue and burns more calories per minute than any other part of an exercise program.
3. **Strength Training-** Specific strength training will help tighten the desired areas as the cellulite is being reduced. Strength training also helps to reduce osteoporosis, helps to improve posture, decreases aches and pains and increases lean body mass also increases resting metabolic rate.

The me-FIT Program.

The **me-FIT Program** is a synergistic combination of cardiovascular conditioning and strength training under the guidance of Kyle Stull, (ProFIT) along with state-of-the-art massage treatment including a fusion of detoxifying, body-firming and body contouring ingredients at the me^{HD} Skincare & Makeup Studio. The **me-FIT** treatments are designed to burn excess fat, tone and tighten muscles, increase circulatory and lymphatic system function, break down unnecessary fat deposits and toxins, while delivering nutrients to your skin.

The program includes 36 cellulite reducing personal training sessions (3 x per week for 12 weeks) with Kyle for \$1500 (a \$2200 Value) PLUS 12 cellulite massage treatments (1x per week for 12 weeks) at me^{HD} for \$1000 (a \$1800 Value) The total savings on this image program is \$1500!!!

This offer is limited so call 817.741.6111 today for your FREE consultation.

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About the me^{HD} Skincare & Makeup Studio

me^{HD} specializes in high definition skin care treatments for women and men, high definition airbrush makeup and tanning along with exceptional skin care and glamour products developed for me^{HD}. Our skin care products are superior quality, natural-based, European-style formulations; high technology performance ingredients along with proven botanicals.

me^{HD} is one of the first skin care studios in the Dallas/Ft. Worth Metroplex to offer the HydraFacial, the latest technology in aesthetic equipment and the newest breakthrough in skin resurfacing technology; a non-invasive, non-irritating exfoliation alternative to other ablative treatments, which produces comparable outcomes in skin rejuvenation, anti-aging, and acne-prone/oily skin treatment.

For information on all of the products and services provided at me^{HD} Skincare & Makeup Studio visit www.me-hd.com. For information on how me^{HD} is supporting your community, please contact Pat White-Gloger at (817.741.6111) or via e-mail at (me@me-hd.com).

About the Pro-Fit Training Studio

Pro FIT Personal Training is owned and operated by Kyle Stull. Kyle has been in the fitness industry for ten years and has been working as an exercise specialist since early 2006, servicing over 4,000 sessions in the Southlake/Keller/Colleyville area. Kyle is currently seeking a B.S. in Sport Marketing from the University of Pennsylvania, is a member of the National Strength and Conditioning Association, holds certifications from American College of Sports Medicine, National Academy of Sports Medicine (is recognized as a Corrective Exercise and Sports Performance Specialist), National Council on Strength and Fitness, Cooper Aerobics Institute and has recently received the CrossFit Level I Certification.

Kyle creates a knowledgeable, professional and intimidation free environment with the latest scientifically proven exercise programs and the most technologically advanced equipment.

For more information on ProFIT Personal Training, visit www.personalprofitness.com or call (817.521.3650)