

# On trend

We take a look at some of the latest product and treatment launches that are tapping into the hottest new trends on the market



## THE MACOM WAIST TRAINER

They are hailing it “the return of the corset” with celebrities including Kim and Khloe Kardashian, Jessica Alba and Kerry Katona tweeting pictures of themselves wearing so-called “waist-trainers”. One company who has tapped into this trend and was attracting a lot of attention on its stand at the CCR Expo as a result is MACOM.

The company has reintroduced its popular abdominal corset into the aesthetic market as a body-shaping cincher and waist-training garment. MACOM initially developed the corset for post-surgery purposes but, due to its medical-strength capabilities, adjustable fastenings and comfortable sewn-in boning it has been well received by aesthetic consumers and waist-training devotees alike. Waist training requires dedication and with daily wear the circumference of the abdomen will start to mimic the shape of the cincher, and once a desirable girth has been achieved, intermittent top-up wear may be required to maintain the results.

The corset’s instant metamorphic effects serve as a LBD rescue remedy. It is safe for everyday use and seamless under clothing. The corset is now increasingly being recommended to new mothers as a post natal girdle helping to fuse and encourage the abdominal muscles back together.



## REVIV IV HYDRATION

Vitamin drips or IV infusions are being touted as the next big thing and last month saw the UK launch of Reviv by 3D Aesthetics. The treatment sees clients being hooked up to a drip to receive a shot of vitamins straight into the blood stream and has taken the US by storm. Reviv operates Wellness Spas in the US specialising in five different IV Hydration Treatments and Energy Booster Shots. The treatments include Hydromax – a saline solution to restore hydration quickly after sporting activities, Ultraviv – to help relieve pain and nausea with its vitamin B-12 solution, Megaboost – a vitamin infusion with detoxifying agents and anti-ageing glutathione, Vitaglow – a high dose of antioxidant glutathione which fights free radicals, and Royal Flush – a body purification combining Ultraviv and Megaboost. The treatments typically take 29 to 49 minutes depending on each person’s intake rate and how many litres of infusion are administered.

