

Feature Article

'Chewing The Industry Fat' With Wendy Lewis

From The Editor's Desk

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New Product Reviews

MACOM Unveil New Crystal Smooth Legwear

It's not often you'd associate an anti-cellulite product with a wardrobe staple. But then, has anything ever been this stylish? MACOM Medical, the leading provider of compression garments in the UK, has re-launched their most talked about product.



The original MACOM Smooth Hotpants has undergone a glamorous makeover, with inspiring results. Enter MACOM Crystal Smooth - the highly intelligent legwear range that promises to "boost your workout whilst transforming your skin".

Crystal Smooth are undoubtedly the most luxurious and effortless way to smooth your skin during your workout. But that's only if you want to, of course. The 3 styles are so flattering - think high-waists for that smoothing, comforting effect - a wearer would be easily tempted to reach for the leggings for a long-haul flight, and the cycling shorts have proven to be a popular pyjama replacement.



The main feature is the unparalleled skin care and fitness benefits that the clever Emana fibre delivers. Within the first few weeks the wearer will experience increased skin elasticity and collagen production, with touchably smooth legs. After a month of wear, cellulite will appear significantly reduced.

Gym goers could enjoy a regulated body temperature, a reduced build up of lactic acid, and an increased stamina during their workout. What's more, sufferers of Delayed Onset Muscle Soreness would benefit from alleviated muscle fatigue, post-workout.

The fabric is woven with bioative crystals that absorb body heat and return it in the form of Far Infrared Rays. The rays penetrate the skin and stimulate blood microcirculation, cellular metabolism and lymphatic drainage. The increase in blood flow to the area nearest the skin significantly reduces the likelihood of the irregular build up of fat and blockage to the lymph cells - a common cause of cellulite. The science behind the brand means that doctors are recommending Crystal Smooth as a complementary product for their cellulite treatments.

Dr. Ayham Al-Ayoubi agrees. "I recommend MACOM Smooth for all my patients who have Cellulaze, no exception. The advantage of this product is that it has been cleverly designed to give heat without the patient feeling a hot sensation in the legs. What this means, from a medical point of view, is that when you introduce heat you speed up lymphatic drainage, and that is

MACOM + CRYSTALSMOOTH
BOOST YOUR WORKOUT-TRANSFORM YOUR SKIN



quite crucial after Cellulaze. If you wear these garments you will see the final results far earlier. The last 50 patients I have treated who have worn MACOM Smooth have had a faster and better result than the previous 50 who wore traditional garments."

MACOM recommends wearing Crystal Smooth for up to 6 hours a day for the best results. MACOM Crystal Smooth legwear is available in three styles. Style 2028 £33.33 (RRP £80), style 2029 £41.67 (RRP £100) and style 2031 £50.00 (RRP £120). For more information, please visit www.macom-medical.com.