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## IONITHERIMIE: A New Frontier In Medi-Spa Treatments

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**New York, NY September 5, 2002** - Ionithermie is a technology developed in France in 1979 and widely used in The United Kingdom. It has made its way to our shores only in the last seven months courtesy of Dragon Fly LLP. Ionithermie is used for a variety of reasons such as detoxifying the body, eliminating cellulite, and increasing the metabolic system. Before making a snap judgment that this is “hocus pocus” smoke and mirrors, read on. There is scientific evidence behind these claims and the treatment is being used in the office of acclaimed Chicago board certified surgeon Dr. Steven Bloch as well as numerous other physician’s offices nationwide.

With just one treatment the improvements last for days, and can be enhanced long term with a series of some 3-10 treatments depending on the level of cellulite. In addition to being an anti-cellulite process IONITHERMIE is an ideal choice for those dieters and fitness buffs who have successfully shed pounds, yet still need to firm and tone problem areas to maintain the smooth hour glass figure. IONITHERMIE is a Five in One Corrective Treatment that can:

- **Reduce the appearance of cellulite.**
- **Improve and smooth the skin texture.**
- **Slimming - causes inch loss of some 1-8 inches on the very first treatment.**
- **Firm and tone the muscles, lifting slackening areas and flattening the abdomen.**
- **Detoxify and re-mineralize the body, raising the body’s energy levels & metabolism.**

### **The Five Elements of Ionithermie**

Ionithermie works by using two kinds of electrical stimuli, algae, conductive clay and Les Complexes Biotechniques product range. It is the only treatment on the market to incorporate all of these elements to maximize the results on cellulite. All products occur naturally and are dermatologically tested (animal free). The treatment uses an ionic current pulsed through a body mask with electrodes that attach to the mask. It is the electrodes that feed the current to the cellular level. This enables it to break up the hard toxins between the cell walls. A second current causes a pumping action so that the muscle is visibly engaged where it contract and expands so that the body naturally drains the toxins that have been dispersed by the ionic current. The mask can be used all over the body and both men and women can benefit.

### **The Science**

Galvanic Stimulation has been used in beauty treatments for decades. It uses negative and positive ions to propel active, specialized preparations into the deeper layers of the skin - far deeper than normal application, massage or even heat can effect. Faradic Stimulation stimulates muscles electrically. It is used by medical physiotherapists and chiropractors to help restore weak or injured tissue. It is also popular for spot figure slimming. Micronized Algae aids in detoxification and remineralization as well as boosting the metabolism. Conductive Thermal Aroma Clay is Ionithermie's heat and current-

conducting clay masque. It transmits the galvanic and faradic stimuli along with providing warmth and relaxation over an entire area where the clay has been placed on the body. For example from waist to knees, arms, abdominal, or the face and neck. Other treatments stimulate only the small area the pad covers, a meager 4 inches or like Endermologie, only the tissue surface, whereas IONITHERMIE penetrates deep into the cellular level providing a much more effective total body cellulite treatment. Ionithermie's specialized product range Les Complexes Biotechniques include active ingredients like ivy, seaweed, and amino acids to break down and disperse the wastes of cellulite.

IONITHERMIE is not one of the pleasant, feel good spa treatments. It is an aggressive treatment but not a painful one. The long term benefits of the treatment depend on a person's lifestyle. If they introduce toxins into the body through smoking, heavy drinking or poor eating habits, then the toxins will return sooner than they might normally. The cost of treatment will depend on the salon or doctor's office but a single treatment averages \$125.00. The entire treatment from prep time to actual treatment takes only one hour.

Don't take our word for it. We invite you to experience a complimentary treatment at The Mezzanine Spa in Manhattan. For media outside of New York, we can arrange for treatment at spas or doctors offices in most major cities throughout The United States.

**For More Information on Ionithermie Please Log onto [www.dragonflyspa.com](http://www.dragonflyspa.com)**

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For additional information, to schedule an interview or to request products, please contact KMR Communications, Inc. at 212.213.6444, or [info@kmrcommunications.com](mailto:info@kmrcommunications.com). KMR Communications, Inc. is a vital communications resource, fulfilling the interview of the news media with experts from the medical, fitness and beauty industry.