

## **Understanding the Formostar Body Wrap System**

The first thing we need to establish is the understanding of what a body wrap is and what it is supposed to do. When we accumulate body fat tissue, most commonly in men, it is from the waist upward. In women, it is from the waist down. When we accumulate body fat anywhere in the body, blood circulation becomes worse. As we accumulate more and more body fat, our circulation decreases even more. Because of a lack of blood circulation, we cannot metabolize or burn body fat. In addition, very little heat is being circulated to that part of your body. This result is what we call “cold spots.” When we take away the heat from that area of your body and it cools, the fat then turns from subcutaneous fat into cellulite.

**Subcutaneous fat is very soft and easy to lose. Cellulite is almost like hard muscle that is hardened from the lack of blood circulation.**

The purpose of the body wrap is to apply heat to the body in order to get underneath the fat tissue and thin the blood to allow it to get into the areas where fat tissue exists. Bringing the blood back into the areas that have had restricted blood flow causes the metabolism rates to rise. The heat softens the fat tissue and it begins to break up causing it to be released back into the blood stream in the form of calories to be burned up as energy.

The body accumulates fat by a simple biological process. The food we eat contains calories that are stored in our blood stream. When we have an excess of calories, the body stores them as fat.

**The Formostar reverses this process by breaking the fat down into calories and placing them back into the blood stream to be used as energy.**

**To reiterate, the purpose of the body wrap is to get heat into the body, thin the blood, bring metabolism back into the “cold spots” and melt the fat tissue down.**

It is just like heating butter in a frying pan. It liquefies the fat, converts it to calories and puts it back into the blood stream so your body can convert it into energy.

### **Looking at Other Body Wraps**

Although clay, mud and seaweed body wraps try to achieve the same results, there are major differences between how the Formostar and other body wraps work.

Clay bandages are heated in a pot. The problem with this is that once they are removed, they quickly decrease in temperature. Time is then spent wrapping the client, which takes 15 minutes or more. During the wrapping process, the bandages continue to decrease in temperature. So once the client is wrapped, the heat level has gone so low that the system is only effective for the initial 10 to 20 minutes of the one-hour treatment. The heat dissipates and becomes virtually inadequate. (Keep in mind that clay wraps warm the body from the outside in.)

Do understand that the argument, against other methods of wrapping, does not claim that they do not work. The claim is that they are not as effective. Following is another example of how other wraps are not as effective.

A sauna warms the body from the outside in, which makes the body release sweat within minutes. The body's natural function is to keep cool causing the body to merely perspire. Therefore, any temporary reduction in weight is generally from water that has been perspired.

The Formostar, as opposed to the above methods, uses infrared heat. Through the many years of its use, infrared has come to be known as a treatment with many benefits. It has been used in hospitals, chiropractic centers, and is used by sports therapists.

**The great thing about infrared heat is that it is able to penetrate the body and go directly to the bone.** This is why the Formostar Infrared Body Wrap is sometimes used for sports injuries. When you damage a muscle, the heat goes right to the bone and promotes blood circulation which helps alleviate the pain. In addition, pain such as arthritis is relieved. **The Formostar does not warm the body from the outside in; it warms from the inside out.**

Once the heat has reached the bone, the heat rises. It gets right underneath the fat cells, including cellulite. It warms the body at a constant temperature because it is done with a constant electric heating pad, and not something that loses its heat like clay bandages. The temperature remains constant from the first to the last minute.

Does anyone ever go to the gym and do cardiovascular? During the first 20 minutes of the workout, the body is just warming up. Then from the 21<sup>st</sup> minute on, the body begins to burn fat. The Formostar increases your metabolism for 50 minutes, which melts the fat away. The blood is thinned with the heat and it comes back in to the areas of the fat tissue. It jumpstarts metabolism, which breaks down the body fat, and releases it back into the bloodstream for the body

to use up as energy. The Formostar can burn up to 1200-2500 calories per wrap. That is why the system is so effective.

When using the Formostar, you are wrapped right over your clothes eliminating any awkwardness of wrapping naked as required by other body wraps. We recommend coming in wearing t-shirts and loose sweats or jeans. We also recommend 6 sessions spread over 3 weeks with a few days in-between sessions. Labor costs are also virtually eliminated because after you wrap the customer you only need to check in on them occasionally to make sure they are comfortable. We recommend that Formostar users drink half their weight in ounces of spring water for two days before their visit and drink lots of water during their session and after. Water is life and will be what helps to waste out the fat. Walking after work when at home is also a great exercise during their 3-week program.