



PRESS INFORMATION

November 2007

SHARE YOUR PARTNER'S SECRETS OF INSTANT WEIGHT LOSS WITH BODY BOUTIQUE!

Feeling a little tight around your waistband? Have the cold winter months left you with love handles and a pot belly out of nowhere? Share the secrets of women nationwide, and tighten those abs with the help of Body Boutique's new Wrap Factor Kit for Men.



For those men who don't feel comfortable booking into their local salon, Body Boutique brings its range of salon body and skincare treatments to the privacy of your own home. The 60-minute treatment uses a sea-clay formula containing essential oils designed to draw out toxins, flush them through the lymphatic system and most importantly, promote inch-loss.

Wrap your problem areas in the bandages for 60 minutes and see the results –average weight loss is up to 3.3 inches** from just one area of the body. The treatment also helps breakdown and eliminate the fatty deposits that cause cellulite, leaving you feeling slimmer, firmer and more toned. And post-wrap the pack includes an Abs Firming cream to smooth and flatten the abdomen – it only takes an hour to lose inches – sit down, relax and be amazed!

The Body Boutique Wrap Factor Kit for Men, £39.99 is available at salons nationwide, www.bodyboutique.info or by calling 0870 042 9573.

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For further information/samples/photography, please contact:

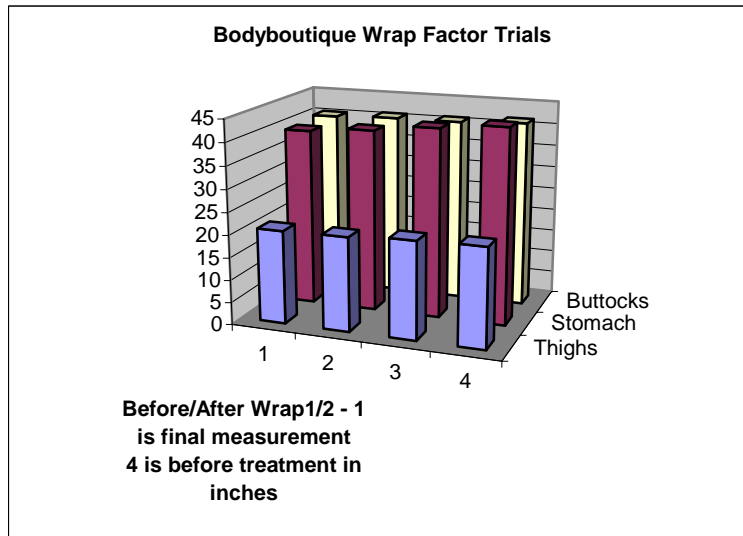
Nicola Boniface/Wendy Campling/Hayley Lee

Sparkle Press Office

020 8686 3141/8441/4885 or 07958 526708

Notes to Editors

Wrap Factor is proven to work in just 1 hour, with a recent survey showing that every user lost inches – with the greatest inch loss recorded from thighs, buttocks and stomachs.



* Source Ayton-Moon Consultancy

Wrap Factor's 2005 body wrap survey results*:

53 users surveyed, ranging from 18yrs to 60 yrs

- 73% experienced inch loss within one hour
- 67% experienced a reduction in the appearance of cellulite
- 77% experienced tightening of loose skin
- Average inch loss stomach 3.33 inches
- Average inch loss each thigh 1.18 inches
- Average inch loss buttocks 1.21 inches