

# An in depth report from the H:Room Salon in the Jennie Lawrence column

"It's very easy to be seduced by products and treatments which promise to fix all our body woes, says KIM FRANCIS. But even she was impressed by the Body Boutique WrapFactor Detox Clay wrap at a Reading salon, which left her feeling noticeably slimmer.

WITH the warmer weather looming, many of us will be freaking out about baring our less-than-buff bodies on the beach. But if you can't be bothered to put in the effort on the treadmill and don't want to resort to cosmetic surgery, how do you achieve a honed 'celebrity' bod?

There are all sorts of 'miracle' treatments that promise to help you shed inches, firm skin, tone-up and banish cellulite and while it is very easy to be seduced by the idea that there is a quick fix for all our body woes, how many of us believe they really work?

There is an argument that if your mind tells you you're doing yourself good, then it can be said to work. You feel good about yourself which is in turn more likely to lead to you taking better care of yourself. But do these treatments actually show tangible results?

A body wrap is an example of one such treatment. Adored by celebrities, it claims to rid the body of toxins leading to all-over inch loss. Despite her willingness to try most so-called miracle products and treatments and despite widespread celebrity endorsement, City Woman is admittedly sceptical about their effectiveness.

There are many salons that offer detox wraps, including The H: Room in Reading's King's Walk. It offers the **BodyBoutique WrapFactor Detox Clay wrap** that is said to be ideal for slimming and firming legs, bottoms, hips and arms and visibly reduces the effects of ageing. It also claims to perk up breasts and diminish stretch marks.

At £50 a time, it isn't cheap but it does promise immediate results on all those areas that us women are most concerned about. Wild claims indeed.

So how does it work its magic? It all sounds very plausible, with just one treatment needed to help shift inches, tighten, firm, lift and sculpt the body.

The body is wrapped in bandages soaked in a unique formula that uses sea clay, well known for its purported health benefits, distilled to its purest level to draw toxins from



and around the fat cells. These are then flushed out through the body's lymphatic (natural drainage) system, promoting instant inch loss and improved skin tone.

When the bandages are removed after an hour the skin is supposed to feel tighter, smoother and softer. And contrary to City Woman's images of being wrapped in bandages soaked in clay, the whole process is actually mess-free. In fact, there's no need to shower - you simply towel yourself down and dress.

The unique formulation used in the detox wrap contains special amino acids that can promote extended inch-loss benefits. It contains aloe vera to help tighten and tone the skin as well as an essential oil called Rose Absolute, which soothes, tones, cleanses, uplifts the spirit and boosts confidence, as well as being good for thread veins. And if you think the inch loss occurs because of the elimination of water, you'd be wrong. In fact, you are encouraged to drink water afterwards to assist with the flushing out of toxins. The inches should therefore stay off providing you don't gain weight and try to maintain a healthy diet and exercise regime.

City Woman tested out the wrap and was pleasantly surprised by the results. Measured by the therapist before and after the treatment, I lost inches from every place, including thighs, hips, abdomen, stomach and arms as well as calves and ankles.

Dressing afterwards, jeans felt slightly looser but the biggest effect was psychological. I felt so good. I felt sleeker and more confident. It is difficult to say whether I was noticeably slimmer but I believed I was and felt streamlined. Most importantly, I felt good about myself.

A body wrap would be the perfect way for somebody to embark on a health kick. If you feel positive at the start, it gives you a great incentive to carry on. It would also be a great boost for flagging dieters and the perfect pick-me-up prior to an important event where you want to look your best."

**Kim Frances - April 2006**