



Six hot new cellulite rules!

Can you really beat the dreaded orange peel effect? 'Yes, you can!' say beauty's most trusted insiders. From the drink the supermodels swear by to the new turbo-charged creams, here are the six new cellulite-beating tips you and your Alexander Wang hot pants need to know!

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OLD RULE: drink your own body weight in water

NEW RULE: do the new cellulite shots

Yes, even models get cellulite! Super-chic supermodel Anja Rubik just this week confided to *Grazia* that she swears by a super-charged shot of fresh broccoli, celery and parsley juice every day rather than downing 10 litres of water to help smooth, firm and detox her skin before she hits the catwalks. 'Every woman has her secrets but this is mine,' she says. Smart girl – excess water retention is a huge trigger for cellulite and it is being targeted by beauty companies now more than ever before. Short sharp shots of 'drainers' such as celery and parsley are the natural way to help get things moving and don't give the heavy, bloated feeling litres of water can leave you with. **Weleda Birch Juice** (1), £7.95 (www.weleda.co.uk) is a current favourite backstage at the shows.

OLD RULE: do the big freeze

NEW RULE: sweat it out

It used to be common for a terrifying blast of icy-cold water to be the finishing touch to any firming/anti-cellulite treatment. Effective apparently, painful definitely, pleasant, er, no. Good news then that the new way to tackle orange peel is to turn up the heat. 'When the temperature of the skin increases, so does the absorption and effectiveness of any cellulite product or treatment,' says Lucien Aubert, Biotherm's director of research. 'One of the reasons we developed the new Celluli Laser Scrub (3), £23.50 (www.biotherm.co.uk), with a self-heating formula is to really open up the skin cells to its fat-shifting ingredients.' And it doesn't stop there – over in New York, dedicated beauty connoisseurs are sweating it out in specially installed infrared saunas to target deep down, stubborn fatty deposits. Slightly less dramatic but still effective are Scala Bio Fir Pants, £25 (www.johnlewis.com) – described as 'fat-melting anti-cellulite' underwear, they contain crystals which heat up as you wear them, helping to move stored fat and improve dimply skin. Sienna Miller is apparently a fan. 'Heat definitely plays a big role in improving cellulite,' confirms co-founder of The Organic Pharmacy, Margo Marrone. 'I'm currently trialling an exciting new cellulite treatment using hot chilli extract, set to launch later this year.' Watch this space... ▶

OLD RULE: dry body brushing
NEW RULE: roll with it

'I'm all about making my cellulite products work harder right now,' reveals make-up artist Wendy Rowe. 'Recently, I've switched from dry body brushing [a circulation-improving morning ritual meant to help smooth cellulite] to massaging my product in with a beauty roller and it's made a real difference.' Excuse us, are we talking a paint-roller? No, according to Wendy it's all down to Yurrol Jade Face And Beauty Roller (2), £65 (www.cultbeauty.co.uk). 'I roll it firmly in an upwards motion on my thighs and hips for about five minutes after applying my cream,' says Wendy. And why does it work? While dry brushing is great, the professionals now believe it's more beneficial to spend time on your skin as you apply your product, not before. The first few minutes of application really counts, so working a moisturiser in with a 'rolling' effect boosts and stimulates skin cells, while draining and breaking down fatty areas.

OLD RULE: the thicker the cream the better
NEW RULE: go light with the new French 'inbe-creams'

Not quite serums, not quite gels, the new 'inbe-creams' combine the light ease of application of a cream with the fast-acting, penetrating and 'tightening' effect of a serum. If you're a fan of a rich pot of cream then don't panic. Although obviously a lot lighter in texture, you'll still be able to luxuriate in that sheeny veil of moisture a thick cream leaves – there's just a lot less rubbing in and wastage. Boffins believe they give much better delivery of anti-cellulite ingredients to skin and faster results. 'This is a big trend in France right now,' says Aurore Pergaud at Institut Esthederm. 'You see real results in half the time.' When it comes to cellulite, what French women don't know isn't worth knowing. And according to our in-the-know



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sources, the Parisian fashion pack are currently stocking up on Parisian secret Joelle Ciocco Gel Thermo Amincissant, only available in France (www.joelle-ciocco.com). Also, just launched in Paris and coming here soon, is Institut Esthederm Aqua Draining Serum (4), £59. On British soil, try Caudalie Contouring Concentrate, £24 (www.caudalie.com/uk), which promotes drainage and smooths out dimpled skin.

Inge tells *Grazia* that The Reviber – her latest discovery from Australia – is quickly selling out thanks to its anti-cellulite, lymph-draining results. Think of it as a portable Power-Plate machine but at a snip of the price – actually 85% less – at just £165.99.

OLD RULE: laser lipo = dimple free

NEW RULE: lose 7 inches in 20 minutes with Wow Fat Zap

Last year, laser lipo was all the rage. This year, everyone's talking about Wow Fat Zap, a fat-zapping treatment you can have in your lunch hour. Laser pads are applied to trouble spots like thighs, love handles and bottom, before you step on to the Wow Vibe Vibration plates for 10 minutes. Results are nothing short of amazing, with testers losing 7 inches in just one 20-minute session as well as seeing a vast improvement in cellulite and skin texture. For the next best thing, founder of underground beauty website www.cultbeauty.co.uk Alexia

OLD RULE: treat cellulite during the day
NEW RULE: night is the best time

Still slathering your cellulite cream on in the morning? Get with the programme, girlfriend – new studies prove that night is the most effective time to tackle dimples because, contrary to popular belief, when your body is active it can actually stunt, not stimulate your cellulite product. 'Night is when your body is most receptive to repair,' says Dr Lucien Aubert, Biotherm's director of research. Which must be why Biotherm has piled loads of research into developing their new night-time cellulite fix, Biotherm Intensive Celluli Laser Night (5), £35 (www.biotherm.co.uk), speeding up the cellulite-smoothing results by a mile! Will you look like Gisele the next morning? Probably not. But your thighs will thank you for it. ■