

BTL Emsculpt - What's all the hype about?

BTL Emsculpt is the latest body craze to take the work by storm and has earned itself fans such as Kim Kardashian, Drew Barrymore, Porsha Williams, [Cary Deuber](#), Melissa Gorga and Dolores Catania. Locally the treatment has been adopted by Kgomotso Christopher, Pearl Thusi, Melanie Bala, Mampho Brescia and Leigh Champanis-King to name a few. So is it a craze or here to stay, and why the hype?

It comes from BTL Aesthetics is a world renowned aesthetics and physiotherapy solutions company with over 300 engineers at 5 research labs globally and a range of clinically tested treatments. The most revolutionary of these technologies is the Emsculpt. The real hype is getting a safe and effective medical grade 'workout' without working out. Many body contouring technologies offer targeting fat and skin, but one third of the body is made of muscle. Only the Emsculpt has the capability to target both fat and muscle.

BTL EMSCULPT - How does it work?

It's powered by '**high intensity focused electromagnetic energy**' or 'HIFEM', a technology BTL have been working on for over 8 years.

HIFEM uses a powerful **form of electromagnetic stimulation to contract the muscles in a targeted area**. These rapidly charging magnetic fields create electrical currents in the underlying tissue, which are passed to the muscles. The muscles contract enough times and at a rate above the body's ability to resist ('supramaximal' contractions) which build muscles and burn fat. It's perfect for those stubborn areas that exercise refuses to reach. Emsculpt isn't painful, you just feel like you've had a really good workout (you have!)

"Emsculpt safely offers non-invasive body sculpting by eliminating fat cells as well as strengthening and building muscle. It also boosts metabolism while retaining lean muscle tissue. A natural look is acquired from the treatment". - Dr Natalia Novikova

Who Does Emsculpt Work For?

While many factors determine how the fat and muscle in our body are distributed, we can all relate to those stubborn pinchable fat pockets that just won't go away, no matter how much exercise or healthy eating you're getting in.

The ideal candidate has a BMI of between 18.5 and 24.9 and is looking to tighten up. The energy created by the many muscle contractions breaks down neighbouring fat cells and releases the fatty acids which are then naturally excreted by the body over a period of 3 months.

The intensity is adjustable so it is not painful, merely unfamiliar as your own body is not able to complete that many muscle contractions on its own.

At Body + Skin Clinic, we consult with clients for an evaluation and individualised treatment plan that will achieve your specific goals. Clients achieve a toned look in a fraction of the time with a recommended four sessions, typically spaced two to five days apart, over a two-week period.

People who are relatively fit may see improvements after just one Emsculpt session. After the recommended sessions, candidates should see an increase in muscle tone and a reduction in fat in the treated areas. Final results may take longer to appear, especially in areas with more fat and the muscle will continue to build for 6 months post-treatment.

Why Should I Believe it?

Dr Natalia Novikova was the first medical doctor to recognise the potential of Emsculpt in South Africa when she was visiting BTL Aesthetics to trial their products for urinary incontinence.

"I was at the BTL offices researching the HIFEM technology for treating stress urinary incontinence when I was offered to trial the Emsculpt. A few weeks later I noticed a significant improvement in the tone of my buttocks, and was amazed by my own "before and after photos" so my interest was heightened!" - Dr Novikova

"The efficacy and safety have been tested in 13 clinical studies by the most reputable scientific methods (MRI, CT, US and Histology). Some patients do experience some level of pain while using the device, as one would from a workout, however the muscle contraction cycles alternate with the cycle in which the lactic acid is removed from the muscle tissue, helping to clear lactic acid build-up and lower the muscle soreness". - Dr Novikova

Emsculpt is FDA approved to treat 5 body parts including the stomach, buttocks, back, arms and legs. If defined abs, sculpted arms, toned butt and legs are not what you're looking for, benefits extend to quicker muscle recovery following childbirth, injury, illness or surgery. Only the Emsculpt has the capacity to both increase muscle mass by 16% and reduce fat by 19%, on average.

"It's just really changed my life! I get to go workout with my girlfriends... I feel better when I'm picking up my kids, I'm just exercising smarter because I'm stronger!" - Drew Barrymore.

Book your free consultation with Body + Skin Clinic and receive 50% discount off the original price. For more information on Emsculpt, see here.

Sources

- <https://btlaesthetics.com/en/btl-emsulpt>
- <https://healthyfitlocale.com/wtf-is-emsulpt-heres-everything-you-need-to-know/>
- <https://www.facebook.com/DrewBarrymore/videos/ive-partnered-with-emsulpt-as-a-spokesperson-and-i-am-so-obsessed-with-this-tre/131226820591236/>