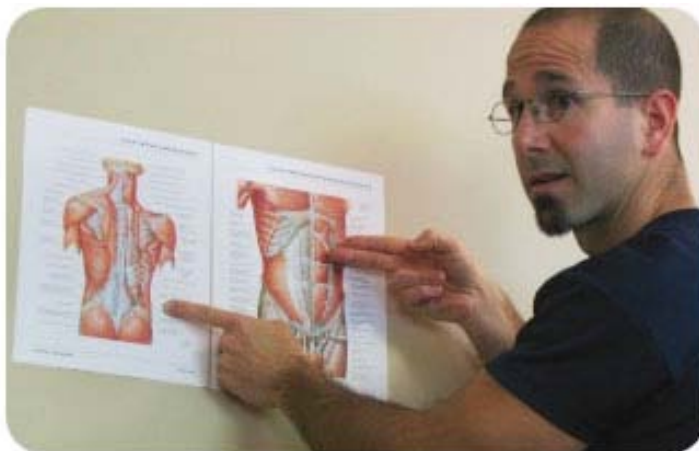


The Truth About Cellulite

Debunking the Myths & Real Solutions for Toning



LUCAS: So, hello and welcome, everyone. This is Lucas Rockwood with Yoga Body Naturals and thanks for joining me for this mini-class all about cellulite. As a yoga teacher, I see a lot of people come to yoga and they're looking for different things, but a whole huge portion of people coming to yoga are looking to get fit, and getting fit means different things to different people, but almost everybody wants to be toned and they want to feel lean and cellulite is one of these secret questions that people always come up to me after class and kind of ask me, "What about cellulite? How can I get rid of cellulite? Is yoga going to help?"

It's something that I never really knew that much about, and my friend and my colleague, Joey Atlas, who's a fitness professional, I've known him for a really long time and I had no idea that he's become an expert in cellulite, specifically in removing cellulite intelligently.

So anyway, he's on the call today. Really happy to have you here, Joey, thanks for joining us.

JOEY: My total pleasure, Lucas. I thank you for the invite.

LUCAS: So hey, listen, for people who haven't met you yet, can you give us just a quick birds eye of who is Joey Atlas and what kind of things you do?

JOEY: Absolutely. I have two degrees in exercise physiology, bachelor's degree, master's degree, and I started working one-on-one with people, mostly women, right out of college for in-home training. In working with women, I really got a good idea of the biggest issues they face and what they want to fix.

So, I became very good at that, but I did it in a very big picture kind of way. For me, fitness was always total body, full lifestyle, it was either all or nothing. Well, what I realized over time, I've been doing this for 22 years now and what I realized was that there are many women out there in the bigger world market who do not want a full and complete, total body program and fitness lifestyle. They just maybe have one or two problems that they want to fix. It might be they like their body but their belly's a little too big; what can they do to tone it up?

For other women, and this was really where I found my home, was that they wanted to get rid of their lower body cellulite. This type of women actually look fantastic in clothes, stunning, attractive, she

likes her body weight, likes her size, didn't want to change any of that; however, she dreaded the idea of putting on a bikini when it came for vacation time or summer time or even being naked and looking at herself in the mirror or being intimate with her significant other.

And so, I realized I could really help these types of women because of how I came to understand the lower body and all the musculature of it and how it changes when those muscles are stimulated properly. And so, I learned the bigger problem when I started doing research on all the different ways women are trying to fix this specific problem with no success, and I really decided to dig in and make something of it so I can help those women, and here we are.

LUCAS: Well that's great, Joey, and one thing I always love about your message is that, well first of all you walk the walk. You're a really fit guy, you know what you're talking about from experience, not just from theory, and I find that so much of the fitness industry is just a whole lot of people blowing smoke and kind of just shouting from the arm chair. And the other thing I really like about it is that you always keep things really real.

With that in mind, why don't we just jump right in? The big question is, what is cellulite? Is it just fat? Is it a different kind of fat? What's happening? What is cellulite? What are those bumps?

JOEY: Okay, awesome, awesome question because this sets the stage for people to understand everything else that comes after this. There is no such thing as cellulite. It's not a tangible thing. What cellulite is, it's a name that was created back in the 20s in Europe in the beauty spas. The name was created to describe this uneven and bumpy appearance of women's lower body skin. So, it's not anything in the skin, it's not anything under the skin, it's not anything in the body at all. It's not toxins or anything. It's simply a word made up to describe the appearance of what the skin looks like.

So, once we understand that it's a word that defines how something looks, that it really isn't a thing, then women can take the next step in understanding what it might take to get rid of it because there isn't anything there, but they need to learn how to change the appearance of the skin and that's where all the magic lies. That's your definition of cellulite. It's a word that describes the appearance.

LUCAS: You know, it's interesting. Because of the way the word sounds, it sounds like a medical term. It doesn't sound like muffin top or cankles or these other kind of terms that people use to describe body image, but that's really what we're talking about, right? We're just talking about a word to describe the way that somebody's body looks at this moment. It's not like a different type of body tissue or some special mutated body fat or anything like that, right?

JOEY: Exactly.

LUCAS: Well great, so this leads right into my next question. With that in mind, people are always coming up to me and they're saying, "I've heard that cellulite is for life, like, once you get it you can't get rid of it, it's like heart disease or something, it's with you for life." Is that true?

JOEY: No, no, there are a handful of really, really horrible myths about cellulite, and this is one of them. This myth is that cellulite is genetic and/or once you have it you can never get rid of it. So, let's cover these two myths.

The first one, that cellulite is genetic is a joke because I've worked with many women whose moms have had cellulite and my clients, or people who have used my programs, had cellulite as well but got rid of it because they took the right actions to reverse the cause, which was not because their mom had it. It was because of various elements of the musculature and the body composition. So, it's not genetic because women get rid of it all the time who supposedly think they got it from their mom. Definitely not genetic.

The myth about once you have it you can never get rid of it, is also totally false. This is a great case study. I had a health reporter for a major women's website take me to task. It was her assignment to cover the

subject of cellulite, but what's interesting is that she actually had cellulite when she was doing this story. So, she found me and she said, "This guy makes a lot of sense, but I need to put him to the test while I'm doing this feature."

So, she got on my program and she told me what she was doing up front. She didn't try to pull any surprises. And I said, "Yeah, go for it. You put it to the test and you publicize it." Well, three or four weeks in, she emailed me. She said, "I can't believe this." She said, "I got my cellulite after two children. I never had it before then. I got it after them. And with this program, it's almost all gone, and I'm sure in another three or four weeks it will be totally gone." She said, "You don't know what this means to me not only because I'm writing this story, but this is incredible,"

Taking her through where her body was before pregnancy, what happened to it during and why that appearance showed up after the children. Then I went on to explain what my program actually did to her body, the musculature of her lower body, you've got to remember there's 90 muscles in the lower body, and how that changed her body composition just enough so that the skin became tight and smooth. Right there, we just dispelled that myth of once you have it you can never get rid of it. Very, very false, very misleading.

LUCAS: Definitely. Well you know, Joey, I've got a newborn baby so I've been seeing babies all the time, and my wife's always cracking jokes because she says some of the little babies have cellulite, and she says I have cellulite, too, so it's natural, babies have it. But it's interesting, is with babies it goes away very quickly, and you will see babies with little bumpy cellulite, but by the time they're one or two years old it goes away. So, what's happening there?

JOEY: Okay, a couple things and it's a good analogy to draw for women of various ages. Babies have minimal muscle development. The muscles are really, really small, they're actually tiny. They're waiting to be developed. But they do have a higher level of body fat, and that's simply by the nature of gestation and coming out into the real world and that's the kind of protection they need naturally. So they have a higher level of body fat and a lower level of muscles because they haven't been using their muscles. They've been still inside the stomach for nine months. So they haven't had to use their muscles. If they have, it's very, very minimal.

So when they come out, first several months up to a year, those muscles are developing very, very slowly, but they're still at that high level of body fat that they need for protection. If they fall, they roll around, they bump themselves, they need that cushion. So, that combination results in this appearance of cellulite on babies. It's just a bumpy looking appearance of the skin and that's the result of the body composition and where it's at.

So, as they get close to a year and they reach that year mark and they start walking around that time, they've really started to develop their muscles because they're moving so much. They're crawling, they're climbing, they're pulling themselves up on the edge of the couch. They're walking, they're trying to walk. They're stimulating all kinds of muscles in their bodies, and also as they're doing that their body fat is coming down because they don't need as much of it anymore.

So those two things combined result in that skin becoming smoother and tighter as the muscles are pushing out against them and the body fat's decreased a bit, so hence no appearance of those little bumps.

LUCAS: Right, so basically we're talking about someone who has a little bit higher than normal body fat and a little bit lower than normal body tone, and cellulite just can happen to anybody, right?

JOEY: Absolutely, and the body fat can be in a normal range, but if they have a higher level than normal of atrophy which many people do because of their low level -- like, if you think about the average woman, she sits at a desk for at least eight hours a day. There's no muscle stimulation there. Some of them do it longer, and most of them don't even exercise on top of that, let alone do the right exercises.

So, when you combine those two things it's a very easy combination to have this kind of appearance on

your skin because you're just not doing the right things.

LUCAS: Well you know, Joey, whenever you walk into a shopping mall and you walk into the women's beauty section there's just this megamall of creams and face creams and all this kind of stuff, and aside from the face beautifying stuff, there's always tons and tons of skin tighteners, lotions, creams, cellulite removers. I mean, there's so much of this stuff, and even big brands, even famous brands, I mean, does any of this stuff work?

JOEY: For cellulite? No.

LUCAS: Nothing, right?

JOEY: But let's back up. There's a big difference between proper skin care and skin maintenance and treating cellulite through a skin cream or lotion or gel, big, big difference. So, we'll focus on the cellulite specific because this is what women don't understand yet.

We now know that cellulite is not a skin issue, because of everything we covered in this interview. So, if it's not a skin issue, then there's nothing you can rub on your skin to make it go away. But, the marketing is -- the fact that these companies are allowed to put bottles on the shelves that say skin smoother, cellulite slim or cellulite lean or whatever you want to call it, the average woman thinks, "Well, I got the cellulite. I don't know how to get rid of it, but if I buy this for \$40 and I rub it on my legs and thighs and butt for three weeks, maybe this will work. Who knows?"

I mean, there's millions and millions of women who tried this stuff and when one thing doesn't work they're willing to pay another \$30 or \$40 or \$50 on another product, and this vicious cycle keeps going.

So, number one, these companies are allowed to market this stuff very cleverly, and number two, since women see it right there on the shelves it's worth a shot for \$40 or \$50 or \$60 for a simple cream that might get rid of her cellulite because she doesn't know any better.

LUCAS: Sure, and so what about the medical treatments? I live outside the US and I just see these everywhere, especially like in Asia, it's like every single mall has some kind of crazy beauty center where they're doing all kinds of weird things. I know ones are called Velashape, Mesotherapy, people do these body wraps, all kinds of stuff. Tell me, is there any validity to any of that stuff?

JOEY: Zero, zero validity. Like you said, Velashape, Mesotherapy, Endermologie, all of these supposed beauty MetaSpa treatments that are aimed at cellulite, there's no proof of any of them. Most of them have come from some other market where this thing was invented for.

Like Endermologie for instance, the unit for Endermologie was invented for rehabilitation of various types of medical conditions. But, somebody along the way realized some women were saying their skin looked better after, so somebody extrapolated that into a cellulite treatment and said, hey, we can market this to smooth out women's skin and their problem areas.

So, none of this stuff is FDA approved to treat cellulite, although the marketing because of the angles they take, and the wording they use, they can get people to think it is FDA approved, but none of it is.

Going another step beyond that, for example, Endermologie is simply a massage unit. It's a chemical massage unit. You can't massage cellulite away, because there's nothing there to be massaged away. It feels good, it's a neat feeling to be massaged, even with a machine like that it is kind of pleasant, but some of these clinics what they say is that we have to massage you really, really hard and there are plenty of complaints and reports on the internet of people suffering a lot of pain and bruising from Endermologie treatments for cellulite. So, you can't massage it away because there's nothing to be massaged away in the first place.

Mesotherapy is a form of supposedly pharmaceutical-grade homeopathic vitamin and mineral mixture injections. It actually is injected under the skin. The argument is, these mixtures will melt your fat. Now, women who believe their cellulite is a special kind of fat will really fall for this argument, and so they go for these Mesotherapy injections, and again, there's a lot of horror stories on the internet if you look in the right places to find these, major, major complaints. Those are only from the women who are not so embarrassed enough and they're willing to step forward and say, "Yeah, I spent a few thousand dollars on 15 Mesotherapy injection treatments, and guess what, my body actually looks worse. I have scarring, I have painful injection sites now." Most women are so embarrassed that they won't even come forward and share that information.

But again, those are just two examples. The Velashape is another example. Some clever company took the Endermologie unit, applied for a new patent and added the element of heat to this massage unit. So their argument was, we do the massage and we're also going to heat your body parts so the fat melts faster and your cellulite goes away and your skin becomes smooth. Well, again, you could research this an endless number of days on the internet and you will keep coming back to the same conclusion, that there is no evidence and proof that it works, simply people trying it and complaining that it did nothing for them. And when you see somebody say, "Oh yeah, it worked for me, let me tell you my story," you can tie that back to some indirect marketing angle for a treatment service somewhere.

LUCAS: Yeah, I think it was the late Jim Rohn used to always say, "You can't pay somebody else to do your pushups for you," and it's very true when it comes to anything fitness related. My last question, I think I already know the answer here but I have to ask because this is another thing that I just see everywhere, every so-called health food store, every pharmacy, they have these cellulite reduction pills or fat burning pills. Does any of that stuff work? Is it possible to eat something that's going to help you to metabolize your cellulite fat?

JOEY: No, no. This drives me crazy because cellulite is a big problem with many women looking for a solution. So, with all these other things out there, of course there have to be a few companies that say, well, let's make a pill. Maybe they'll buy our pills to treat their cellulite because nothing else works. So maybe they'll give us a shot before they finally give up.

So, there are cellulite-specific pills that play on the angle of that it's a certain type of fat and you have to get rid of that fat and our special proprietary formulation targets that fat in your body to flush it out and burn it so that your skin becomes smooth and you can wear a bikini again or be naked if you want to.

Truth is, no, those do not work. The bigger question in women's minds, well if that stuff doesn't work how are these companies allowed to market it to us and sell it to us? Well, the fact that it's not a prescribed medication means that it's not under the FDA's authority, and so if a sneaky supplement company does their marketing properly they can get around a lot of marketing loopholes and regulations that allow them to make you believe this pill will treat your cellulite and make it go away. So most of them stay within those guidelines, they have attorneys that look at all the wording they use and all that stuff, but still, by use of certain photos and words and disclaimers that people usually don't see or read, they're allowed to sell the Cellu-flush pill.

When can the FDA step in? The FDA can do something if somebody or enough people suffer enough issues or injuries or medical conditions from taking that supplement. And if those are reported to the FDA, then the FDA can investigate the company and its products and start levying fines and all that. But, that's part of the big problem. The FDA has no jurisdiction over supplementation, and so even though there's a lot of good companies out there that do the right thing, that also opens the door for unscrupulous companies to come in and do a lot of crap stuff.

LUCAS: It's so true. As someone who's in the supplement business, people are always asking me, "How do these companies, how do they get away with saying these fat-burning pills and this kind of thing, isn't that illegal?" and the truth is, in a lot of cases, it is illegal and if you keep watching that company will be gone in a number of years. But just like anything, there's people who go out and they rob cars for five years

and then they get caught. There's a half-life to anything and, believe it or not, there's huge companies who are just buying time before the CEO gets put in jail and it's happening all the time.

JOEY: Sure.

LUCAS: Well great, this is another question that always comes up in yoga class. The students always come up after class and they ask me, "Can yoga help with cellulite? I heard it's never going to go away, it's just a different kind of fat." I've never had a good answer, and this is one of those things, like you said, that people are all concerned about but people don't really talk about that much, especially publicly, because they're kind of embarrassed about it, and it's something that happens to women of all sizes. Bigger women, but also people who are completely within healthy, maybe even fit range of body fat percentage, it still happens. So it's kind of pandemic in terms of the problem with cellulite.

So, if none of this stuff works, if the skin tightening creams, the heaters and the massagers and the shakers and the pills, if none of that stuff works, what does work?

JOEY: The key is, yoga does work for some women. But as you know, as the yoga expert, there are various types of yoga.

LUCAS: Exactly.

JOEY: So, sometimes it's a matter of chance that somebody finds the right type of yoga for their body and it gets rid of the appearance of cellulite. But we're talking about the bigger market here of women out there who may not be doing yoga or may be doing a gentler form of yoga for other goals.

What needs to happen is, again, there are 90 muscles in the lower body, all different shapes and sizes. And so, some women say, "Well I heard squats and lunges can get rid of cellulite or if I do a lot of cardio it will get rid of cellulite." No, you can't do one form of exercise and expect your cellulite to be reversed. What has to happen is, you have to go through a specific sequence of exercises that stimulate just about all 90 of those muscles. All 90 of them have to be stimulated. We're not talking about a woman becoming a body builder or a power lifter.

We're talking about activating these muscles so that they become firmer, they become more dense and they become sculpted to their full natural size instead of being atrophied, which is mushy and soft. They become sculpted to their normal size that they're supposed to be, and when they fill out the inside of the body they push outwardly, very gently, against the fat layer we're supposed to have and the skin layer we have and it smoothes it out simply by pushing out against it and expanding it and taking out the slack.

So, there's a synergy between the exercises because you have to make sure you get all 90 of those muscles, and beyond that these exercises have to be done with specific form, tempo and sequence. So, when those four elements are in place: Form, tempo, sequence and synergy, what happens is some women say it's like magic because they've tried working out in the past and it didn't help get rid of their cellulite. But there's a difference between working out and a general fitness program and doing something specifically intended to reverse the cause of the cellulite which is taking all those 90 muscles which most of them may still be atrophied depending on what type of workouts you're doing, and getting them all stimulated so it tones and firms and lifts the whole lower body so that all the skin or most of the skin is pulled tightly, smooth and firm and without the appearance of these bumps and dimples that show. Make sense?

LUCAS: Definitely, absolutely. It's one of those things that it's not even necessarily related to size. I mean, as a yoga teacher I know people who are quite heavy, quite overweight, who have no cellulite because, again, like you talked about, they are fit and active. But the majority of the people I work with, their daily movement, the use of those 90 muscles involves about a half a dozen muscles and that's getting up from the toilet, getting up from their chair, sitting down in their car and getting out, and they don't even realize, the word atrophy most people would think, "Oh, no, my muscles aren't atrophied," but if you really

think about the range of motion and the amount of weight-bearing movements that people are doing in a day is pretty pathetic. People aren't even going into a full squat.

And so, when you start to look at it that way and you realize that your body really has reverted back to infancy when you have atrophied muscles from the waist down, it starts to make a lot more sense.

JOEY: Right, right, and it's important to know, I've worked with women who came to me and said, "Look, I go to the gym three times a week, I do all the lower body machines and I do weights with my lunges and squats, and what's different about your method and why would it work? And the key is, machines are a very unnatural way for us to move, and the fact is they actually limit the number of muscles we use to move our bodies because we're not moving our bodies. We're moving a machine part, but we're using our body to move that machine part. So it's almost like our bodies are being forced to move unnatural.

So, all of my stuff is using body weight. And when you take away the machine and the weight apparatuses and focus on moving the body in various positions against the force gravity with form, tempo and sequence, then your muscles are the focus of the movement and not the machine or the weight. And so, because your body is the focus of the movement and the muscles have to do all the work amongst themselves, you get a different type of stimulation and a different type of focus because you're taking out a lot of the joint stress, you're taking out a lot of the leverage that the machine may actually allow you to have, and you're forcing everything to be done by your muscles that are moving your body through that range of motion in any specific position of the routine. Does that make sense?

LUCAS: Definitely. You know, when you talk about targeting a specific area, I know a lot of peoples' minds jump right to these machines that they've seen in the gym that are supposed to be the thigh toner or the ab toner or whatever it is, and there's been huge, huge strides made in fitness technology and almost none of them have to do with the gizmos. Almost all of them have to do with the stuff that you teach, which is the approach to practice the approach to fitness, not with some fangled gizmo that's supposed to target one specific area.

So great, so tell us about how people can learn this system from you.

JOEY: They can visit the site. I mean, you're going to have a link -

LUCAS: Yeah, so on this page we'll have a link directly to your site, and if you can just tell us how your program works. Do they watch videos? How do they learn it?

JOEY: Yeah, okay. The program is housed in a private client area. There's a series of -- there's one main video which is the cellulite-specific program. That's the foundation of the program. What we found was, clients who were happy with that wanted the same method for other parts of their body. So I also include an arms video, a stomach and abdominal video, and then we also added two full-body toning videos, level one and level two total body toning which are like a compilation of everything put together for women who want to do that. We include them for free as part of the bonus package so that women can do the core program focusing only on their cellulite areas or they can add other parts of their body if and when they want to.

And there's also a series of support PDFs with pictures and instructions that they can download and take with them when they travel or to the gym if they go to the gym. There's also, I include a coaching audio session which walks them through each part of the program, it's in the private client area, and tells them what it's for, when to look at it, how to interpret it, and there's also a series of schedules that tells them when to do each part of the program during the week and it gives several variations so it could fit different types of women's lifestyles and schedules.

LUCAS: That's great. A lot of fitness programs come out and they promise to transform your entire body in 90 days or something like this and then you take a look at the program and it's like two hours of training every day and it's like, well yeah, if somebody dedicated two hours of their day to hardcore fitness for the

next 90 days, it damn well better transform their body. But, people don't have that kind of time.

So if they're approaching a program like this and somebody's got 30 minutes a day, is that enough time to get into this? Are they going to get results they're looking for?

JOEY: Yeah, most women who fit the description of the non-overweight woman, the woman who's happy with their body size and puts this to use every other day, if they go through the routine once it's about 22 minutes.

LUCAS: Great.

JOEY: Some of them like to ramp it up to twice or even three times because they want faster results and they can fit it into their schedule. They'll go through the routine two or three times, which they could still do in under an hour if they choose to go fast forward on it for quicker results. But, the core of the program, the main workout, for at least the first week or two it's a 22-minute routine that you could do basically on the floor of your living room or your bedroom.

LUCAS: Well great, sounds great. What I know a lot of people do is during the week they'll do shorter workouts and then on the weekends when they have more time they'll sit down and they'll do more stuff. So I think that's a really great way to structure it.

So, again, thanks so much for joining us, Joey, this has been Lucas Rockwood with Yoga Body Naturals and this has been a very, very unique class, but I know that this is going to strike a chord with a lot of people. So if you're interested, click on the link down below. You can learn more about Joey's work and about this program that he's put together to get rid of cellulite. It's called The Truth About Cellulite.

And with all that out of the way, Joey, did you have anything you wanted to add before we wrap up?

JOEY: No, I just want to say these were excellent, excellent questions and I know a lot of listeners are going to really be enlightened about what we spoke about, and I appreciate you inviting me and it's my pleasure to take this time to help anybody who's going to be helped by this. So, I thank you.

The Naked Beauty "Symulast Method"

This is an at-home, body weight fitness program designed to help women effectively target and remove cellulite from their body quickly and safely. No gizmos, no weight loss pills or hype. Joey teaches you how to target all 90 lower body muscles to increase tone, reduce and even eliminate cellulite forever.

MYTH – cellulite is forever

TRUTH – cellulite is not a real thing, it's just a word that describe the way your body look right now

MYTH – you have to do cardio to reduce cellulite

TRUTH – anaerobic, short exercises are much more targeted and effective

MYTH – you can use creams, lotions, gizmos, or massage to remove cellulite

TRUTH – your lower body muscles have atrophied, and you need to tone your muscles to remove your cellulite

MYTH – only overweight people have cellulite

TRUTH – some overweight people have no cellulite at all, it's all about muscle tone, not weight

