

The background is a solid dark blue. It is decorated with several abstract, hand-drawn style elements: a yellow torn-edge shape in the top left, a yellow and orange torn-edge shape in the top right, a yellow and orange torn-edge shape in the bottom left, and a yellow torn-edge shape in the bottom right.

Body Sculpting

Manual

**Ultrasound Cavitation, Radiofrequency,
Teeth Whitening, and Body Wraps**

BY ZENENERGYSHOP

Laser Lipo

How many treatments will I need?

To see maximum results a course of 8 treatments is recommended, per body area. These treatments should be done twice per week at regular intervals.

Which areas of the body can be treated?

The laser lipo procedure can be performed on calves, knees, thighs, buttocks, stomach, arms.

Laser lipo is a multi-pad system that makes treatment fast and efficient. Typical treatment times are 20-40 minutes.

What inch loss could I achieve from this treatment?

This will vary from person to person depending on your size, but the results from the treatment will be greatly improved by your commitment to the treatment. A healthy diet needs to be adhered to and an exercise program is important to follow to enable the released fat to be used up as energy. This should be done the same day as your i-lipo treatment.





Does it hurt?

Laser lipo is a low level LED Light and most people feel very little when it is used on them. Laser lipo is a comfortable relaxing treatment where the typical sensation felt is just a slight warmth where the pads are in contact with your skin. The process is extremely relaxing. The most you'll feel is a slightly warm sensation in the treatment area. In fact, you could bring a book or your iPod and completely chill out.

Is it suitable for men and women?

The laser lipo treatment works equally well for both.

Can everyone have the treatment?

There are a few medical conditions that would stop us from performing the treatment. Your laser lipo therapist will go through a full health and medical questionnaire with you before your first treatment to ensure you are suitable. This will also include a detailed description of the treatment and time for any questions you may have.

How long will the results last?

Booster treatments are not necessarily needed with the laser lipo, as long as your weight, diet and exercise are maintained. One treatment performed now and again is a good incentive to keep you in control.

How safe is Laser Lipo?

It is completely safe; Laser Lipo low level LED light technology has been studied and used for over 30 years for many biomedical purposes including wound healing, pain relief and inflammation. Don't forget either that this is not lipo 'suction' or 'Smart lipo', and therefore has none of the associated risks and problems involved.

Which areas of the body can be treated?

Virtually anywhere there is excess fat such as:

- **Arms**
- **Bottoms**
- **Thighs**
- **Legs**
- **Stomach**
- **Love Handles**
- **Hips**
- **Back**

Where does the fat go?

Laser Lipo treatments result in the liquefaction of fats. The liquefied fat is then drained away by the lymphatic system which is responsible for removing wastes from the body. From here, they're delivered to the skeletal muscles where – through exercise – they're burned to CO2 and ultimately eliminated from the body as we breathe out.



What happens to the Glycerol that is released with the fat?

Glycerol is sent to the liver for gluconeogenesis, a fancy word for 'sugar making'.

What happens after each treatment?

One can resume normal activities immediately as Laser Lipo is completely non-invasive with no down-time whatsoever. However, some form of exercise is necessary to burn of the drained fat (fuel) as energy.

What results can one expect from the Laser Lipo treatment?

Measurable loss should always be noticed after the first treatment alone because Laser Lipo works very quickly. Both male and female clients have found that those hard to reduce trouble spots can be treated quite significantly within just a few treatments. Although results can vary depending on the size of the individual, the area to be treated etc.

How many treatments are needed?

This all depends on certain factors such as the area to be treated, your size, what you want to achieve. 8 sessions usually recommended.



Ultrasonic Cavitation

Can I lose weight with Ultrasound Cavitation?
Ultrasonic Cavitation is not a method of weight loss. It is designed to reshape and sculpt the body and remove localized stubborn fat or cellulite. Ultrasonic Cavitation treatments work best when combined with a low fat and low carbohydrate diet and regular exercise and these will help you to lose weight.

How many treatments can I have?
We recommend you have a course of 6 and a maximum of 12 treatments before having a break of 4 weeks to allow your body to recover. You should allow 72 hours between treatments.

How soon can I see a result of cavitation?
Most clients will have a noticeable reduction in their measurements after the very first treatment, some have recorded 5 inches, however the average is a 2 inch loss. The process of fat removal continues for up to 7 days after each treatment so it isn't unusual to see a further decrease a day or two after your initial treatment.

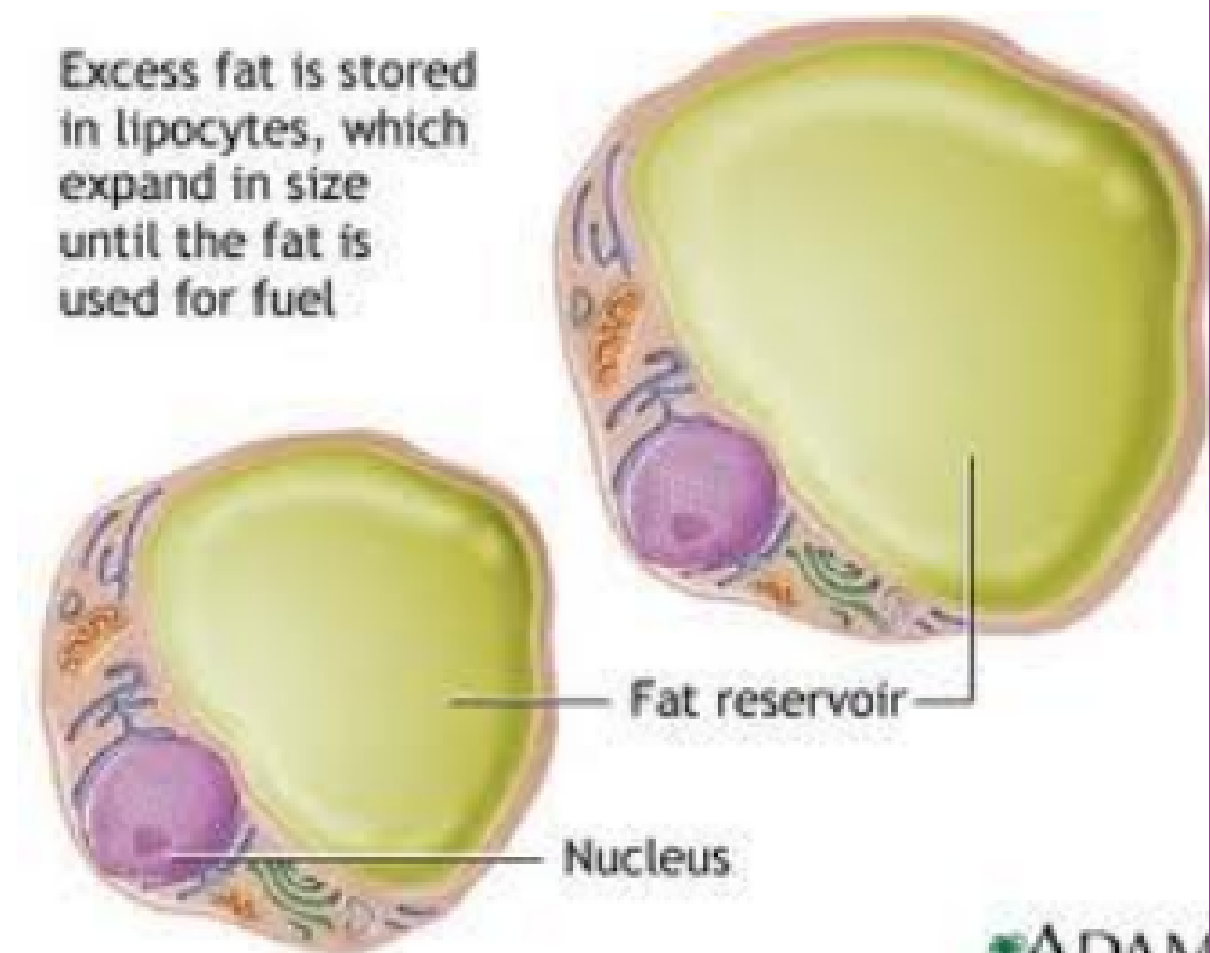




RESULTS

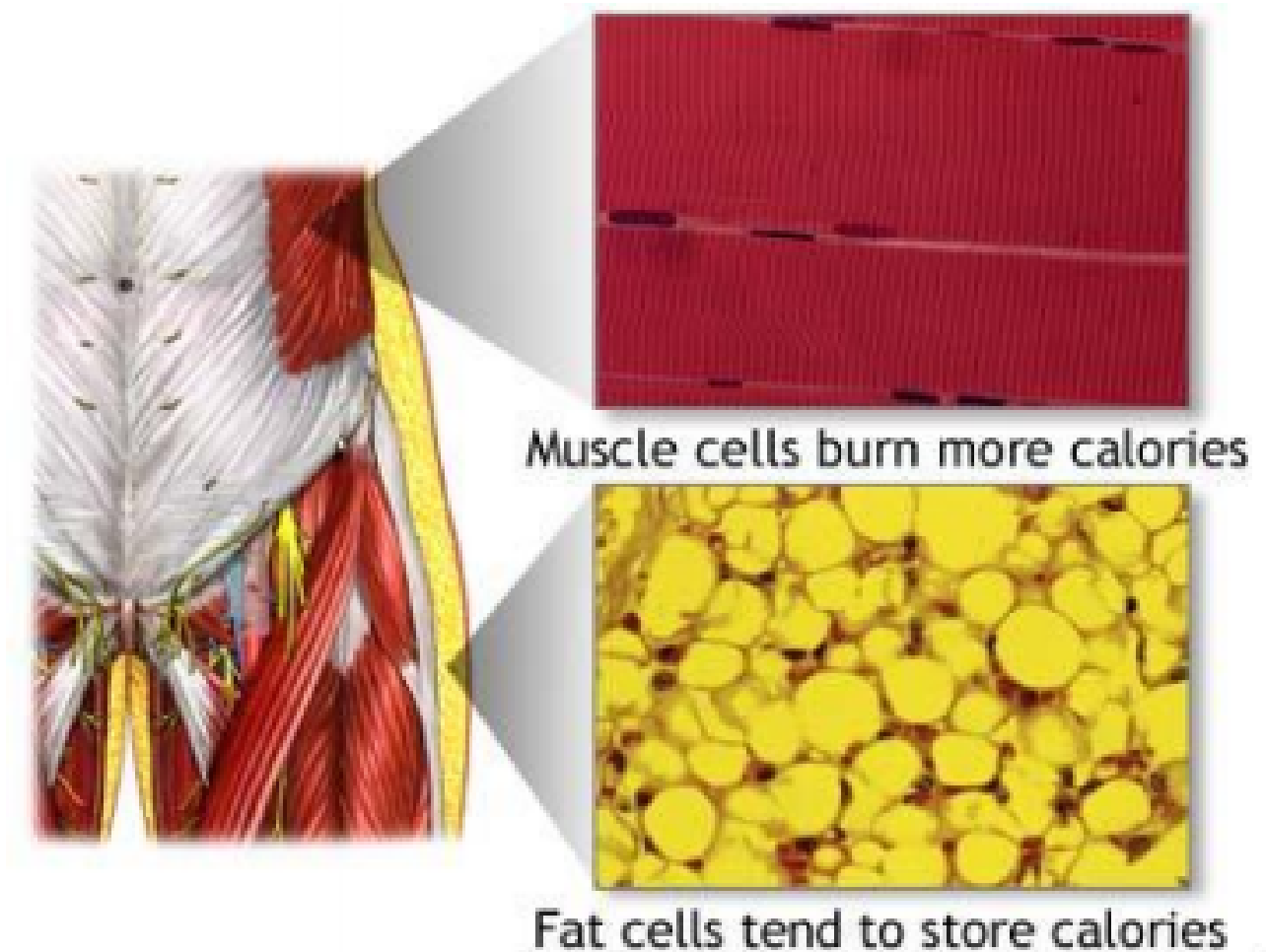
Fatty tissue

- Fat cells provide the body with insulation from heat and cold.
- Provides protection for internal organs.
- Its main function is to be a reserve of lipids which can be burned to meet the energy needs of the body.



RDA & Triglycerides

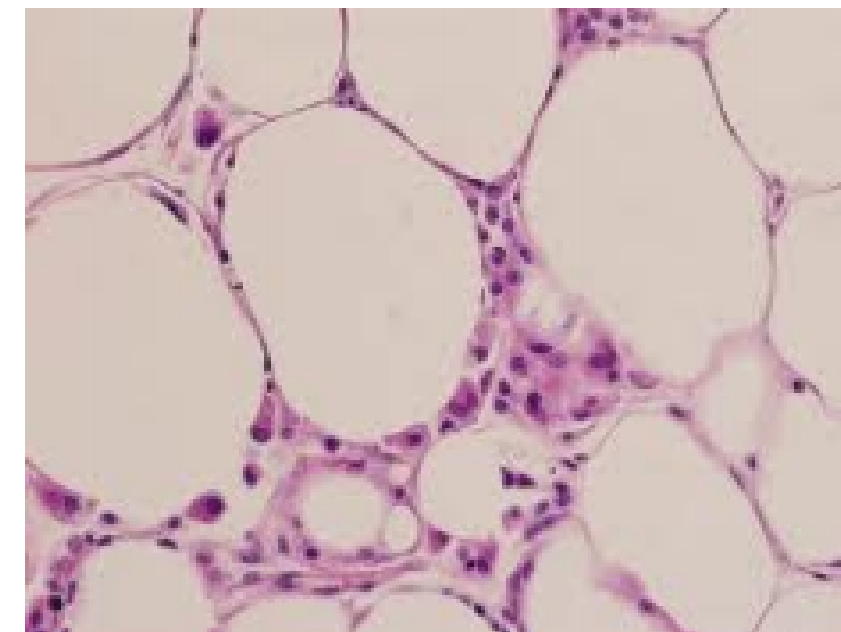
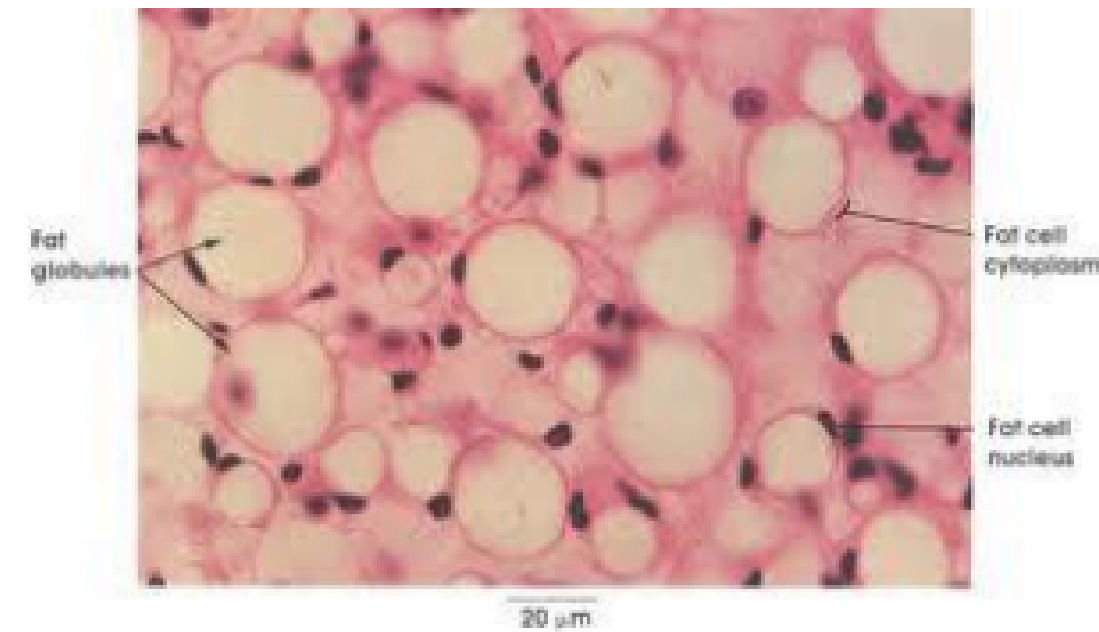
- If calorie intake is at RDA for an adult and exercise is taken a person weight will be stable.
- If calorie intake exceeds RDA and if none or little exercise is taken intake will exceed demand and a persons weight will increase.
- These extra calories are stored as fat. Fat is stored in fat cells as Triglycerides for when the body need to use the fat as energy.



4x Expansion

- Fat cells will fill with triglycerides and if this energy is not utilised and calories still exceed demand the cell will expand to a maximum of 4 times its natural size.
- Only then will the fat cell multiply.
- The more exercise a person does, the more energy the body needs triglycerides. This energy will come from the fat cells and then the fat cells will decrease in size.

Normal fat cells

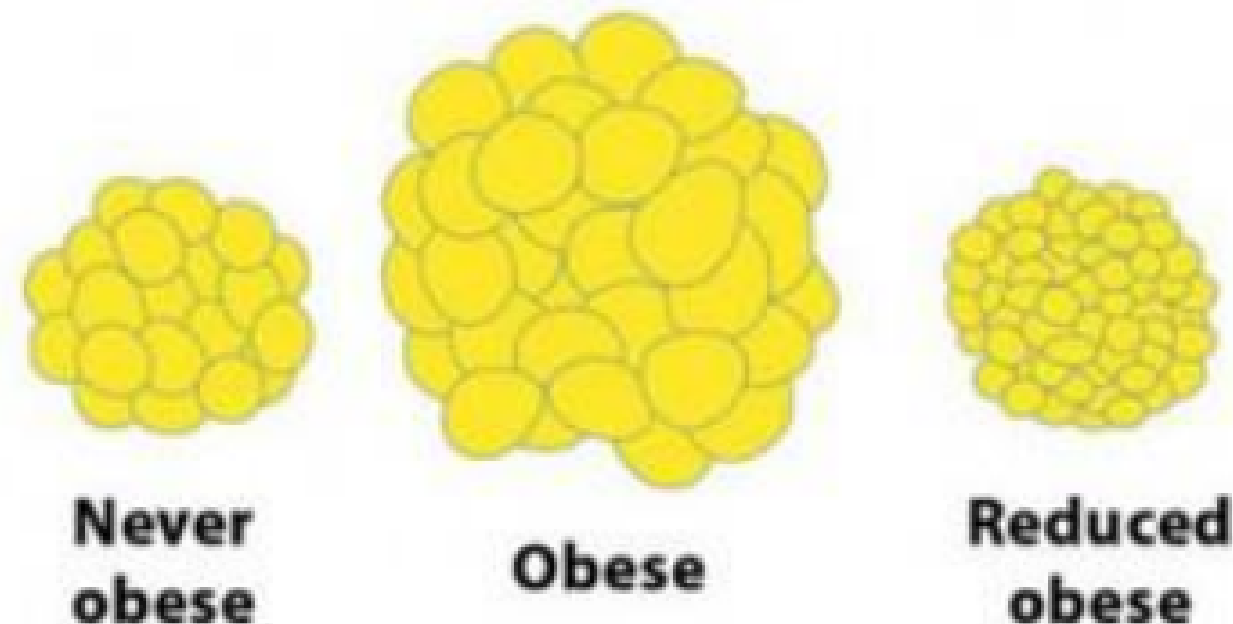


Expanded fat cells

300 billion fat cells

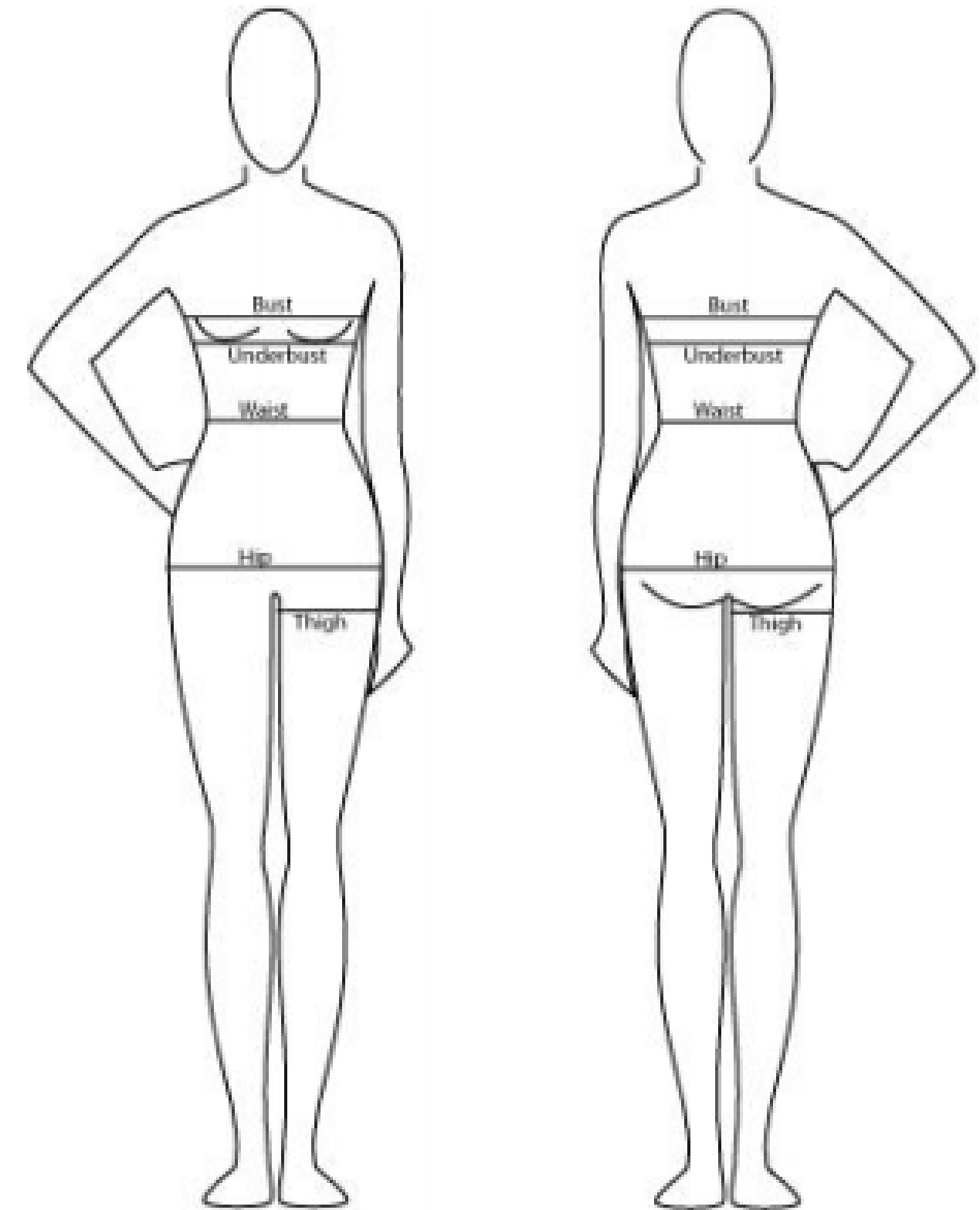
- A typical infant has 5-6 billion fat cells.
- A healthy adult who has healthy body fat has 25-30 billion, and an over weight adult has 75 billion, with severe obesity; this number can be as high as 250 to 300 billion

ADIPOSE CELLULARITY



- **Measurement**

- **Consultation**



Is the fat reduction permanent?

Is the fat reduction permanent?

Yes, the fat cells are fractured, broken down and the cells are drained away through the liver and passed as waste from the body.

How long is a treatment?

The service is tailored to the individual but generally including consultation and measurement, you can expect to be with us between 45 minutes to an hour and 15 minutes.

How long should I wait after childbirth to have cavitation treatments?

You must wait a minimum of 3 months after normal birth of your baby or a minimum of 6 months after C section. It is best to get GP approval post childbirth prior to commencing Ultrasonic Cavitation.

Do I have to rest afterwards?

No, the great thing about this treatment is that you can go about your day as normal. We strongly advise you to increase your water intake to at least a half gallon a day to help with the fat removal.



What would happen if I had cavitation during my period?

Ultrasound increases blood flow and you would feel uncomfortable.



Is there an age limit?

Yes, it is our policy to not provide this service to anyone under the age of 18.

Can I have more than one area treated if I pay?

Following the treatment, the body has to work to remove the excess fat that is now passing through the lymphatic system to the liver. For this reason, treating multiple areas is not advisable and may not be effective.

We follow the rule of no more than 30 minutes of Ultrasonic Cavitation every 72 hours. Those 30 minutes however, can be split between opposite sides of the body, i.e. 15 minutes on the left thigh and 15 minutes on the right thigh.





What if I don't see results straight away?

It is important to remember that everyone is different and your body will work according to your unique metabolism. You will see reduction during a course of treatments which is why we recommend a course of 6 or more to get great results.

What can I do at home to help with treatments?

Drink plenty of water and avoid alcohol after your service. Try and increase your heart rate by taking some exercise for the best results, even by doing some household chores, and avoid too many carbohydrates.

Will people know that I've had help to get my new figure?

It is completely up to you if you tell people that you have had Ultrasonic Cavitation, however the treatment is non-invasive so there are no scars and you won't have to take time off work to recover. We are fully committed to ensure your privacy is maintained at all times.



Radiofrequency Treatment

What is a Radiofrequency Treatment?

When it comes to skin tightening, there are a lot of popular methods. However, radio frequency has consistently stayed in the spotlight as an effective approach. But what causes sagging skin in the first place? Well, sagging happens because collagen, the structural support of your skin, diminishes over time. Collagen loss also contributes mightily toward volume loss and wrinkle formation. So, what is the solution if not surgery? Well, that's where Radiofrequency comes in.

How It Works

Radiofrequency (RF) treatment is a non-surgical means of reshaping of the body and the face from beneath the superficial layer of the skin. This method uses sophisticated devices specifically designed to treat your most common skin aging problems like wrinkles, excess fatty tissues, or cellulite. This method utilizes radio frequency waves, which is basically heat energy meant for tissue remodeling and production of elastin and new collagen. Radiofrequency is different than most invasive procedures, which only affect the most superficial layers of the skin. Heat is a stimulation that promotes contraction of the underlying tissues, especially at the dermis level. Soft tissues found within that area of the body compress, realign, and even produce new collagen, a process that normally takes many months to complete. This allows radio frequency to have consistently effective and amazing results when it comes to skin tightening.

**How Long Do the Results of Radiofrequency (RF) Treatments Last?
Results of radiofrequency (RF) treatments can last up to 6 months.**

Do Radiofrequency (RF) Treatments Hurt?

No – Radiofrequency (RF) treatments are non-ablative and therefore do not cause pain. A tingling sensation may occur.



Can Radiofrequency (RF) Treatments Be Repeated?

Yes – As with any cosmetic treatment, in order to maintain results, repeat treatments can be necessary.



What are the benefits?

- **Diminishes and Removes Cellulite:** Cellulite is a women-only skin issue commonly found around the buttocks and at the back of the thighs where we generally store our body fats. With the adipose tissue and fats as the cause of cellulite, the heat coming from the RF treatment diminishes the bulging of excess fatty tissues. This makes RF an amazingly effective treatment for cellulite.
- **Reduction of Body Fats:** When it comes to the main problem of body fat, it is pretty similar to cellulite. With both issues, the problem lies with the fatty tissues from beneath the skin's superficial and lower layers. So how does it work? Well, the resulting heat mechanism of the RF treatment causes some body fats to melt and be drained into the system. This produces results at par or equal to surgical means of losing body fats.

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- **Skin Tightening:** One of the best things about Radiofrequency is that is a non-invasive and non-surgical approach to skin tightening. Deep-seated soft tissues from under the skin are stimulated through RF. This facilitates healing through the production of new collagen tissues that are reactive towards the RF waves.

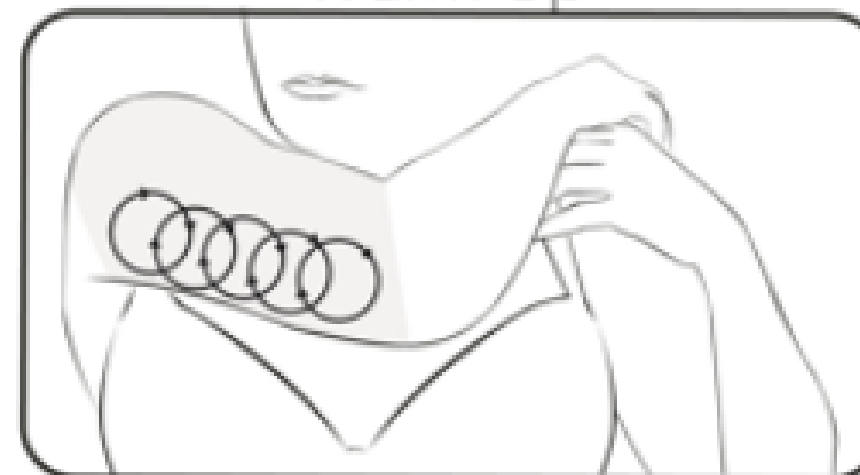
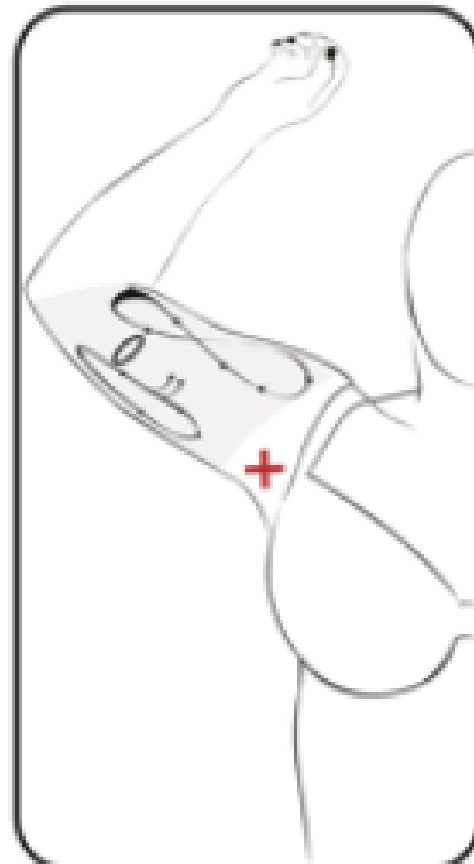
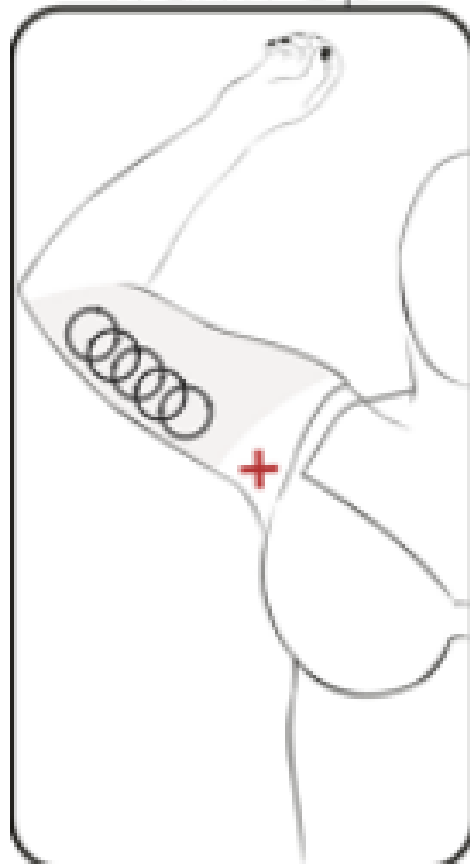
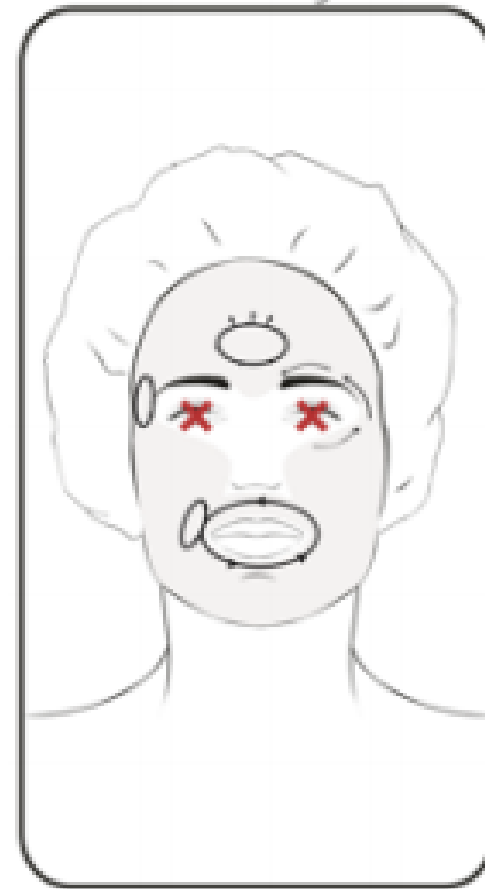
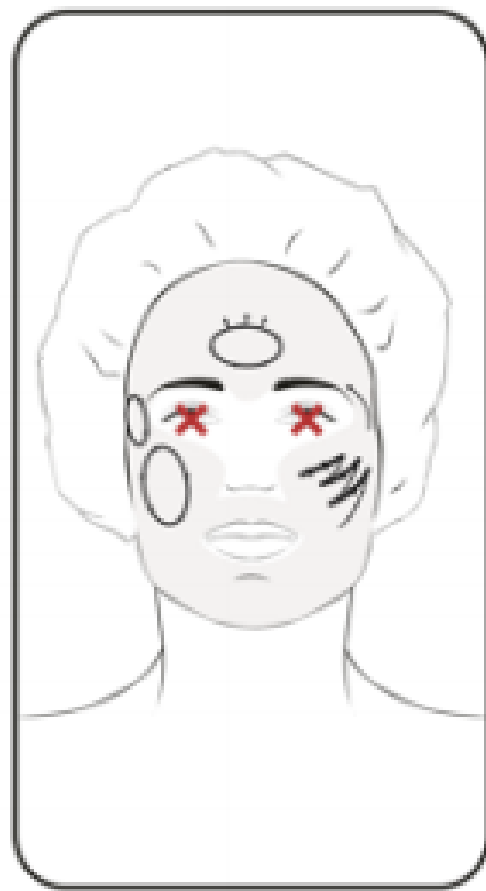
These are many other benefits of Radiofrequency; however, these are the most common.



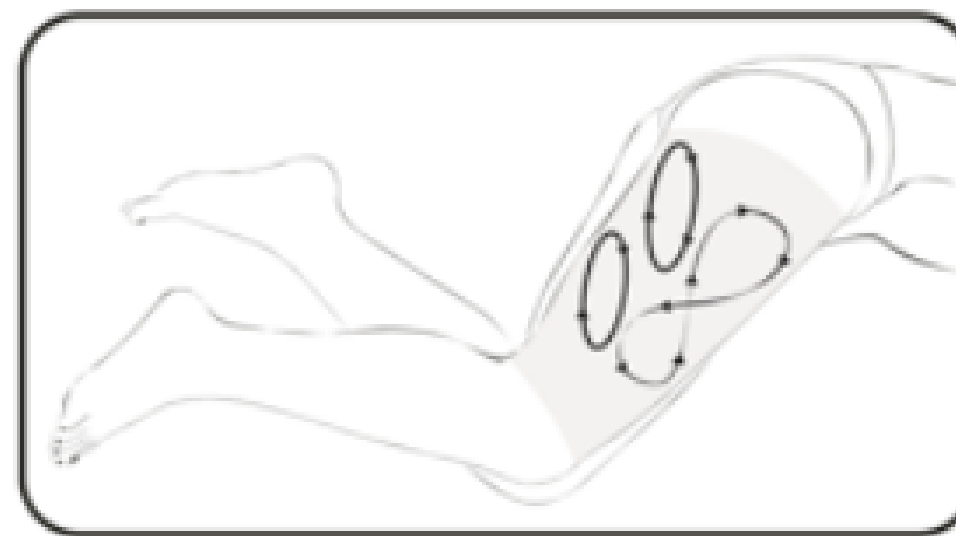
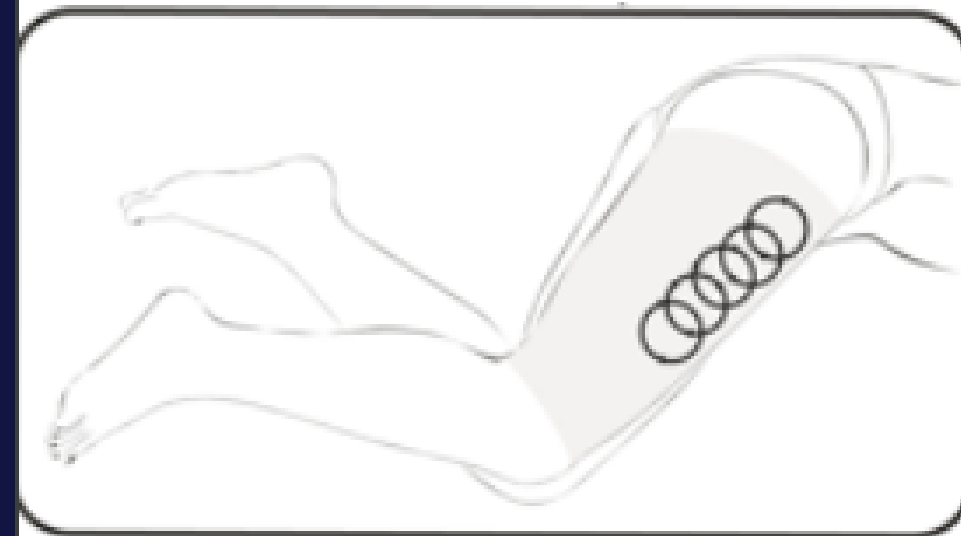
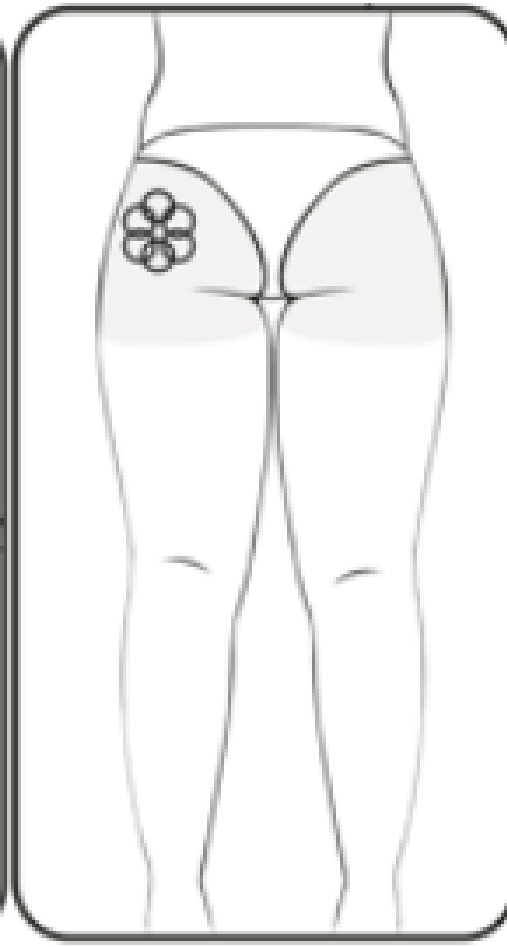
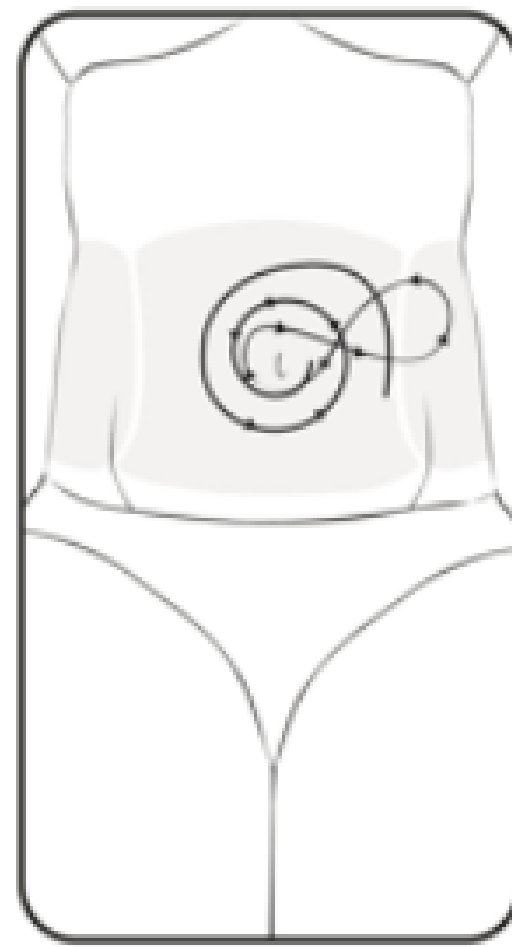
Treatment Recommendations

- Cavitation — 1 x Weekly
- Radio Frequency — Facial treatments 1 x weekly, Body treatments 1 x weekly

Recommended treatment patterns



Recommended treatment patterns





Teeth Whitening

Is a Teeth Whitening treatment bad for my enamel?

There is no permanent damage caused to the enamel or any other tooth structures by tooth whitening.





Does teeth whitening cause permanent tooth sensitivity?


Sensitivity from tooth whitening is always transient. That means if there is any sensitivity caused by the whitening, it goes away within one to two days after the treatment, and the patient returns to the state of sensitivity he or she had prior to starting the whitening process.

Can I get my teeth whitened?

Most people are candidates for tooth whitening, but again, each situation is unique and it's best to contact your dental professional.

How long does teeth whitening last?

Typically you can expect whitening to last from six months to two years. Avoiding red wine, coffee, and smoking, all of which can cause staining, helps preserve the results.






Is it safe?

Yes, many studies have proven that teeth whitening is safe. You can protect your tooth enamel by using calcium sulfate and fluoride.

Does teeth whitening affect fillings, veneers, or crowns?

Teeth whitening has little or no effect on restorative materials such as porcelain or crowns, but it may temporarily reduce the bond strength between enamel and composite restorations.



Thermal Body Wraps

Is a Thermal Body Wrap safe to use with implants? What about other conditions?

There is no research indicating that the infrared heat and temperatures generated by the Thermal Bag would cause changes in implants, although saline implants may be warmed by the heat. A Thermal Body Wrap Treatment may be contraindicated if you have any chronic conditions, diseases, pins, rods or artificial joints, or if you are pregnant.



Thermal Body Wraps

How many calories can be burned in a session?

The number of calories burned in a session is dependent on a number of factors and can vary from session to session. These include:

- Your body type and metabolism.
- How conditioned you are to sweat.
- Your body's current hydration status.
- How/what you've recently eaten.
- And many more.

Also remember that a Thermal Body Wrap session can elevate your metabolism for many hours after the session ends, so the increased caloric consumption can continue for many hours as well.



Thermal Body Wraps

How does someone get the most out of their Thermal Body Wrap session?

We recommend our clients drink water before during and after their session to help the body flush itself of fats and toxins.

What Is Infrared?

Infrared is the band of light we perceive as heat. We cannot see this band of light with the naked eye, but we can feel this type of light in the form of heat. Our sun produces most of its energy output in the infrared segment of the spectrum. Infrared rays heat your body without having to heat the air in-between, through a process called conversion.

The infrared is divided into 3 segments by wavelengths, measured in microns; 0.76~1.5 microns-near; 1.5~5.6 microns-middle; 5.6~1000 microns-far infrared. Among these segments, only far infrared penetrates organic substances such as the human body two to three inches so that the warming effect is very uniform.






Will changing dietary and health habits improve results from the Thermal Body Wrap sessions?

Of course any diet and lifestyle improvement will be of benefit whether or not people decide to undertake a weight loss program. However, if a client has made the commitment to a program then more value will be derived from that commitment if other lifestyle improvements are also undertaken.

Should I drink water before or after a session?

It is recommended that drinking room temperature water before, during and after a session allows the body to stay hydrated and replaces body fluids that have been sweated out during the session.



Market Your Body Sculpting Business.

The body sculpting business has seen growth and it is expected to continue growing. There has been a lot of growth in the demand for the procedures. Marketing your body sculpting business can be a challenge because it is hard to market it to the general audience. There is no guarantee that you are going to reach the right people.

Marketing is all about reaching your prospective customers and convincing them to choose you over your competition. With the right marketing plan, you will have the chance of increasing your customers and growing your body sculpting business. You will know your marketing plan is working when you start getting a boost in appointments and consultations.

Social Media Marketing For Your Body Sculpting Business

Social Media Marketing has become one of the most powerful marketing tools, and you need to take full advantage of it. The number of people using the internet has increased a lot in the past decade, and this is why more and more people are using at least one social media platform. There is a wide range of options when it comes to social media platforms, and it is important to choose the right one. There is no need to put a lot of focus on a social media platform that is not going to give you great results.

When choosing the right social media platform for marketing your body sculpting business, you need to first think about your prospective customer. Which platforms do they use the most? There is no point in wasting time, effort, and money focusing on a platform that your target customer doesn't use.

Once you know the best platform, you will start growing your audience. If you are having a hard time marketing on social media, then consider hiring a social media marketing expert to help you. Social media is a very powerful marketing tool when used right.

You need to learn as much as possible about your target audience. You need to know when they are most active because the time you post will have a big impact on the engagement you can expect to get. Doing enough research will help you get great results from your marketing efforts. You can work one two or three platforms, but you should be careful so you don't end up stretching yourself too thin. It is better to excel at one thing than to get average results from five things. Start with one then add the next once you have succeeded with the other.

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SEO For Your Body Sculpting Business

Search engine optimization will help you rank at the top of the search engine results, but the results are not going to come overnight. You will need to be patient because you will not see the results fast no matter how much work you put in. You should not be discouraged when you don't start to see the results you expected.

When starting out with SEO, you should work with an expert because there is a lot of work that needs to be done to rank at the top. There are mistakes that beginners tend to make that they could have easily avoided had they worked with an SEO expert. An experienced SEO expert knows what works and what doesn't because that is what they do full-time. You might do more damage than good by choosing to do it yourself. You will be learning and applying it at the same time without knowing whether it will work or not.

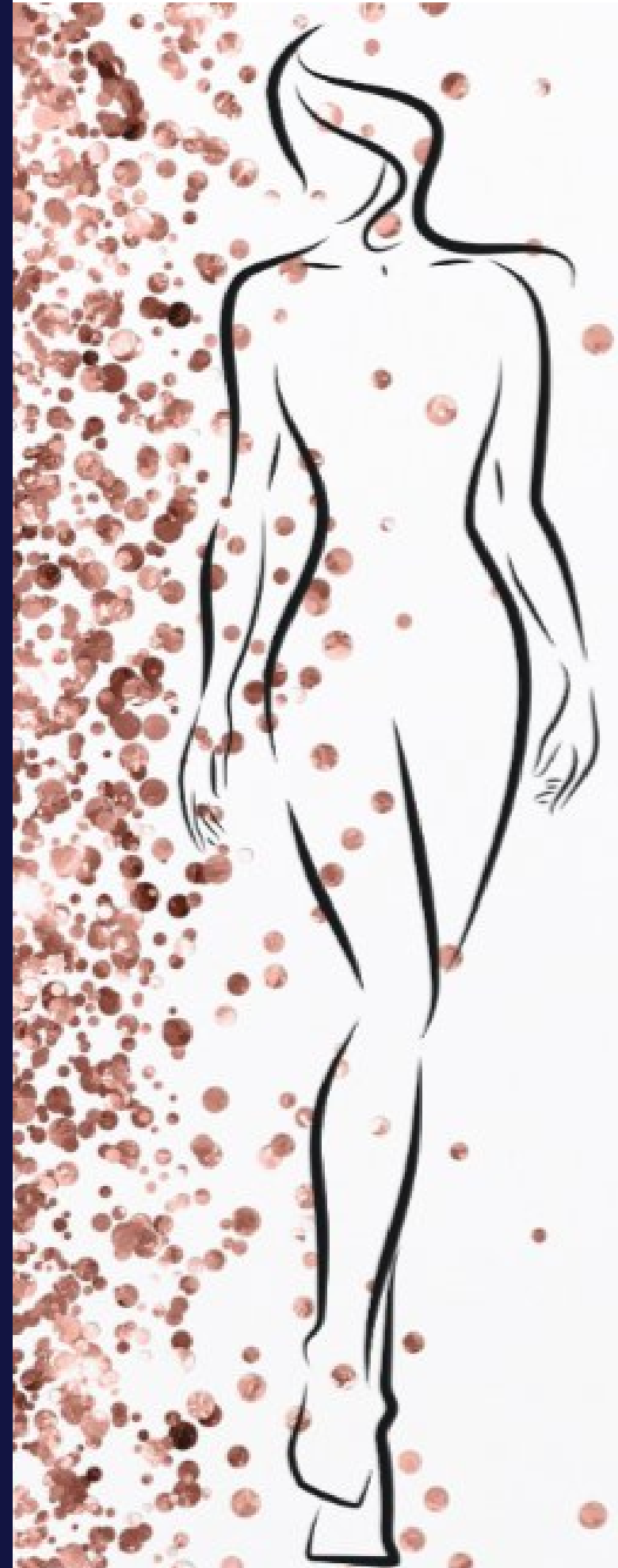
SEO will involve creating content and linking. Outsourcing content creation might be the best option because you don't have experience. Investing in quality content will help you with your SEO efforts because it is one of the factors search engines use when ranking pages. Content comes in different types. The type of content you choose to create will depend on your audience and budget.

Avoid using black hat techniques because they do more harm than good, and you will end up worse than where you started. There are some techniques that might give you results fast, but they end up being bad for you in the long term. Make sure you follow Google guidelines so you don't get penalized and sabotage your SEO efforts.

Paid Advertising For Your Body Sculpting Business

SEO is going to take some time before producing results, but you should not worry if you want to see results fast. If you have the budget, paid advertising will prove to be a good investment. You need to choose the right keywords so you don't end up increasing traffic to your website but seeing no increase in appointments. When you rank at the top of the search engine results page, you will notice there are three to four results appearing above you. This is known as PPC. You will pay when a person clicks. You will need to choose the right keywords so you can get a good return from this investment. Paid advertising on social media is also a good idea because you want to reach people you have not connected with before.

Marketing a body sculpting business is easier when done online because almost everyone is using the internet. You can easily reach prospective customers without having to spend a lot of money. You need to track your results because you want to know what works and what doesn't. Do not be afraid to give the above options a try. If you find something that works for you.



Certificate of Completion

This is to certify that

Name Surname

has successfully completed

THE COURSE NAME HERE

COMPANY NAME

tagline

Date of Completion

Awarded by (Signature)

NEW SAFETY PROTOCOLS

You are responsible for providing a safe and healthy workspace for our staff and clients. Your practice is to protect and prevent the spreading of infections amongst your clients and staff.

What you will do to keep your client safe:

Practice proper infection control. Cleaning & disinfection. These rules require proper disinfection of every non-porous implement prior to use. In addition, consideration of disinfection of common use surfaces such as reception areas, massage tables, treatment devices etc.

Use of personal protective equipment (e.g., gloves, masks, eyewear)

Hand hygiene. Wash hands with soap and water for 30 seconds prior and post treatment to every client. We also have implemented hand washing breaks for employees.

Social Distancing. You can prevent large amount of people in your area at the same time. You should service clients by appointment only and have installed shields at our reception desk to separate clients from receptionist.

RESOURCES



We are proud to be leading the industry with our one of a kind Info Manual in non-invasive body contouring services, and Body business tools! Whether you are looking to become a sculptor, an entrepreneur looking to grow or create a financially stable business, or to create your own Body Contouring business we have all the learning tools you need! Our Leaders have 20+ years in business and strategic market industry and have trained thousands of students just like you in the Body business!! Many of our students have since gone on to have very successful businesses themselves!! Thank you for the purchase!

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