

## **PRESS RELEASE**

### **Get In Shape The Fast & Easy Way With XFormer**

**MALAYSIA, September 3rd, 2007** – Beauty Impress today introduce XFormer, an advanced body shaping device to help consumers get in shape and become healthy without months of long and hard workout.

#### **XFormer – Your Personal BodyShaping Optimizer**

100% developed in Italy, XFormer is the latest generation electrical stimulation device designed for exercising your muscles passively and naturally. It can be used for **Beauty, Fitness & Rehab** purposes, including:

1. To firm & lift your breast and buttocks
2. To slim your tummy, hips & thighs
3. To tone & develop muscles on your trunk, arms & legs
4. To combat & drain away cellulite
5. To get rid of waste & liquid retention
6. To relax your body & improve blood circulation
7. To increase muscle mass & power for sports training

Hence, XFormer addresses everyone's needs, including aesthetic seeking individuals who want to achieve or keep a good physical shape, fitness enthusiasts who practice sport or want to strengthen their muscles, and by those who want to resolve muscular contraction problems.

## **About Electrical Stimulation**

Safe and easy to use, XFormer works on the principles of electrical stimulation – generating specific electrical currents to cause muscle contraction which is identical to those achieved by physical exercise. Hence, electrostimulation actually exploits a natural principle of our body that has been successfully used extensively in hospitals and beauty centres for decades.

Electrical stimulation provides two key benefits & advantages:

- It allows **targeted and specific treatment** of a selected muscle. This is achieved by positioning the electrodes correctly and directly on the intended muscle area
- It offers **fast & effective results**. In just a few sessions, users can achieve good and rapid results in any area he or she desires - beauty, fitness, sports training or rehab

Until recent years, the benefits of electrical stimulation were only available to individuals with access to centres with highly specialized professional equipment. But now, for the first time in Malaysia, you can now enjoy the benefits of electrical stimulation in the comfort of your home with XFormer. Lightweight, mobile and user-friendly, **XFormer is a professional home use device you can use anywhere anytime at your own convenience to shape your body and improve your health.**

## **Availability and Pricing**

XFormer is immediately available at Beauty Impress. You can now get XFormer at a RM300 discount, limited to the first 30 customers only. Every purchase of

XFormer comes complete with gel & sponge electrodes, battery, charger, user manual, DVD and one year warranty.

Interested parties please call 03-2287 2522 for a free trial or visit <http://www.BeautyImpress.com> for more information.