

COOLSCULPTING BY ZELTIQ

HOW IT WORKS

Research shows that fat cells are biologically vulnerable to low temperatures. During CoolSculpting, pockets of fat are cooled to just above freezing, turning them from liquid to solid. This causes a percentage of fat cells to shrink permanently, leaving skin and other tissues unharmed.

COST £800 per treatment at beyondmedspa.co.uk (in London and Edinburgh).

THE TESTER

Johanna Payton, 36. Weight: 8st 2lb. Height: 5ft 4in. "I'm slim, but a small pocket of post-pregnancy flab appears to be exercise-proof – and I was told CoolSculpting works best for people who are close to their ideal weight.

"My skin was protected with a gel pad before a suction cup went over my stomach. For the first ten minutes, I felt a sucking sensation and coldness; then my stomach went numb and I relaxed for the hour-long treatment. Afterwards, my skin was red and cold for a few minutes, and felt a bit tender – like sunburn – for a few days.

"It takes two to three months for the results to show, and I was told to expect about 20 per cent fat reduction in the treated area. CoolSculpting is painless, but it's expensive given the limited amount of difference it makes."

THE EXPERT VIEW Mr Vik Vih performs reconstructive and cosmetic plastic surgery at the Institute of Aesthetics.

"I think it's unlikely that this machine will do long-term harm, but I'm surprised that it works without damage to the skin. New fat-reduction machines come out on a regular basis. In general, they work out more expensive than liposuction, for instance, as several treatments are required. You never know if it will work for you, or how well – you should look into the cost and the number of treatments needed."



KI-FIT ARMBAND

HOW IT WORKS

The Ki-Fit armband monitors your body 24 hours a day, recording motion, steps and temperature. It measures the impact of reactions such as fear, anger and stress, then uploads the data to a website to help you achieve goals, including weight loss.

COST Prices start at £99.99 at kiperformance.co.uk.

THE TESTER Kelly Rose Bradford, 37. Weight: 10st. Height: 5ft 2in.



"I recently gained 7lb on holiday and was desperate to lose it, but I was sceptical about the Ki-Fit because I didn't think a gadget would inspire me to lose weight.

"If you have basic PC skills, it's easy to use, but I found it clunky in other respects; it was too obvious to wear under my clothes at an event. On the plus side, it's motivating and addictive – I could have spent hours looking at my results. I didn't have time to list my food consumption online, but even trying it on a basic level has made a difference: I lost

1lb in under a week just by being aware that I needed to do some extra walking."

THE EXPERT VIEW Adam Stowell is a fitness expert and owner of Advance Gym. "The Ki-Fit seems to give an accurate figure of calories burnt, and provides a detailed analysis of calories in versus calories out. This could increase motivation, but analysing every calorie can also increase stress. The summary of the day's nutritional intake will probably shock a lot of people into adding more nutritious foods to their diet, which is positive."

FOODWATCHER

HOW IT WORKS The FoodWatcher uses gentle electrical stimulation via an acupuncture point in the ear to reduce the hunger signals from the stomach to the brain.

COST £99.99 from themicrocurrentsite.co.uk.

THE TESTER Barbara Goodbody, 45. Weight: 13st 5lb. Height: 5ft 7in.

"I'm often tempted by chocolate on the way home from work, so I used the FoodWatcher during the afternoon; a quick zap calms pangs, but you need to time it right or you'll still feel full at dinner time. If you're on a diet that leaves you hungry between meals, this could help."

THE EXPERT VIEW Dr Sarah Brewer is a medical nutritionist. "Research shows that auricular acupuncture can reduce the appetite, and the FoodWatcher seems to use this. It looks safe, and could be particularly useful for people who experience those diet-undoing cravings."



THE GASTRIC MIND BAND

HOW IT WORKS A combination of cognitive behavioural therapy, hypnosis and neuro-linguistic programming culminating with a Gastric Mind Band session where the client, under hypnosis, undergoes 'surgery'.

COST £2,500 for 12 hours, spread out over four sessions, plus two top-up sessions at eight and 12 weeks – visit benestar.co.uk.

THE TESTER Joh Smith, 38. Weight: 9st 6lb. Height: 5ft 3in. "After struggling with my weight for years, the cognitive behavioural therapy helped me understand the consequences of overeating. It was like rebooting a computer; I ate what I wanted, just less of it. I'm maintaining my weight loss as a result of changing my attitude to food, and that gives me a feeling I've never had before – I'm in control."

THE EXPERT VIEW Dr Daniel G Amen is a clinical neuroscientist and psychiatrist. "I like all three components of the Gastric Mind Band, but hypnosis is particularly helpful when it comes to teaching new patterns of behaviour."



KILO OFF

HOW IT WORKS Kilo Off is a supplement that contains plant extracts and vitamins to help your body burn fat, boost your metabolism, drain water and toxins, stimulate digestion and reduce hunger pangs.

COST £11.99 for ten sachets; victoriahealth.com.

THE TESTER Sonia Pittock, 45. Weight: 15st 7lb. Height: 5ft 4in. "I liked the sound of Kilo Off because it contains natural ingredients and is easy to use – you drink it once a day. I lost 2lb in the first week, and would expect to carry on at the same rate while taking the 20-day courses (with a 15-day break between each treatment, as advised).



This is hassle-free, and I like that it allows you to eat well. There are no food restrictions, but a healthy diet is recommended, as is maintaining an exercise routine for long-term success."

THE EXPERT VIEW Yvonne Bishop-Weston is a nutritionist. "Ingredients like papaya and pineapple extract help detoxification and the digestive system, and the product also contains fibres to help you feel full. Some ingredients have properties that may help you to lose excess fluid – but that usually goes back on when you finish a supplement. It also contains green tea, coffee and guarana, to boost energy by releasing stored sugar into your bloodstream – but be warned that this can convert to fat if you're not exercising."