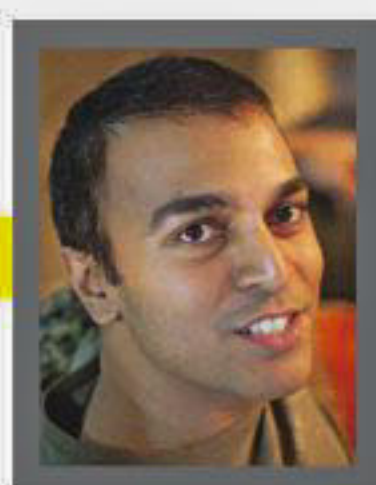


## SKIP THE GYM...GET FIT

BY KARIM WAHEED



## Don't fall for fitness scams

One of the adages I strongly believe in is: "If it sounds too good to be true, it probably is."

Fitness and weight loss product marketing has become all about manipulation. In this Instalment of the column, I'll go over the widely employed methods used to sell programmes and products that may not be worth your time and/or money.

### USE OF EXOTIC AND FOREIGN INGREDIENTS

This method is frequently used to make something sound like some sort of magical potion that's supposedly responsible for optimal health. It's easier to convince you that it's effective because it's not familiar to you.

Just think of how difficult it would be to sell something that's local and widely available, like coriander leaves. We've been consuming tonnes of coriander leaves since time immemorial and so far, it hasn't performed any miracle, but if someone claims that an exotic herb from China is miraculous, some of us will outright reject it and some will be intrigued.

This is how this method works, piquing your interest and then further manipulating you into buying the (possibly) bogus product.

### IT'S NOT YOUR FAULT

Many ads will provide some sort of pseudostudy about how your difficulty to lose weight, build muscle or have energy is due to something you were not aware of and can't control.

What follows this sob story is the audacious claim that *only* their product can help you in this existential crisis. You might wonder if this product is so critical, how millions of people are doing fine without it. The ads will tell you that those who are fine without the product don't have the genetic disadvantage you [likely] suffer from.

## CHECK IT OUT

## Winter collection from Le Reve

Le Reve's winter collection for this season is set to the theme of Runaway Roadtrip for women and Native Wild for men. The colour palette is hearty and includes neutrals, camel, butter cream, orange, stone grey, and cedar red.

For women the collection includes shawl collar jackets, cardigans, shrugs, shawls, etc. Men's collection includes casual shirts with

variety of plaid linings, sweat shirts in native wild inspiration, sleeveless sweat shirts, and many more. The collection is highlighted with zipping details, wildlife prints and patterns, and bold and directive logos.

Le Reve has not forgotten the family members between two to twelve years of age either. For little ones, the winter collection includes jackets, sweat shirts, full sleeve T-shirts, long sleeve hoodies, etc.

For more on this collection and ongoing offers check out, [www.facebook.com/le.reve.wear.your.dreams](http://www.facebook.com/le.reve.wear.your.dreams)



Unfortunately, we live in a world that suffers from a victimhood epidemic. Taking full responsibility for one's health is always a bitter pill to swallow, so anyone making a claim that you don't have to take this responsibility will likely get a lot of people on board.

### YOU'RE BROKEN

This particular method targets those who have been trying to get in shape but haven't achieved their desired goal.

Here's the truth: anyone and everyone has endured and continues to endure frustration and disappointment on their way to success. No one has it all figured out. Making mistakes is not only inevitable, but also necessary to learn more about yourself and what works for you.

What this method does is try to convince you that you're not achieving your desired results because there's something wrong with your environment, your diet, etc. It's quite similar to the "it's not your fault" method, but is more believable.

It makes sense to some extent – there must be some reason why you have not reached your goals despite

your hard work, right? Often stress is held accountable. Makes sense; why not blame something we all believe is bad and is existent in our day-to-day lives?

After all is said and done, by all means go ahead purchase that lifetime supply of whey protein powder if you feel you need it and you like the way it tastes [I highly doubt this] but don't ever let someone convince you that you're "broken" or you absolutely, positively "need" something that doesn't grow in this country to achieve your fitness goals. And most certainly don't convince yourself that your health is not your responsibility.

Photo: Collected



## Body shaping with Vibes

Vibes, provider of slimming and beauty treatments hailing from New Delhi, India, is offering a revolutionary treatment - Fat X. It's an FDA approved treatment that helps get rid of fat from specific areas, through an injectable service. It includes a synthetic form of deoxycholic acid- a chemical the FDA marks as naturally produced by the body and helps to

destroy fat cells by breaking down the cellular membrane. Results are visible within three to nine weeks of taking the treatment. Number of sittings depend on the severity of fat in the area. Sessions are spaced one month apart and each session is as short as a typical office lunch time.

For more information on offered treatments, plus local addresses and contact numbers, visit [www.vibes.com.bd](http://www.vibes.com.bd)



## Dr. Jhumu Khan's Laser Medical

# BOTOX magic

## ASSURES YOU A NATURAL ATTRACTIVE LOOK

BOTOX has become the most common cosmetic procedure due to its ease of use and effectiveness. It is a purified form of Botulinum toxin A, meaning there's no botulism risk when used properly.

### EXPERIENCE COUNTS IN BOTOX INJECTION TECHNIQUE

BOTOX is a safe medication administered for cosmetic improvement of wrinkles. It can be used on various areas of the face, ranging from the forehead to the



frown lines between the eyes and the crows feet. It is an incredibly useful tool and, in the right hands, can accentuate the eyes and make them look much more

attractive. While most people out there do a limited amount of BOTOX, if you go to someone who is an expert, they will typically know how to do the other areas without side effects. It is an excellent tool for eye brows lift, gummy smile reduction, Nasal flare reduction, lifting up the corners of the mouth and tightening the jawline. In Laser Medical Center we are doing BOTOX successfully since 2006. We can ensure you a more natural, attractive and expressive look by BOTOX.



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