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Busting belly fat and love handles in Europe " now in Canada!

Innovative fitness product launching this week

TORONTO, Aug. 13, 2013 /CNW/ - The official North American launch of the Slim Belly System is taking place this week at the 20th Anniversary of canfitpro, Canada's largest International Fitness and Club Business Conference and Trade Show. Members of the public and fitness professionals from around the globe will get the opportunity to test this innovative exercise aid at the tradeshow.

New Technology Changes Everything

Slim Belly works on the patented Airpressure Bodyshaping Method which stimulates increased blood flow targeted at stubborn belly fat. The belt, worn around the waist, has a battery pack on the back that operates the air pressure—a non-invasive and effective exercise tool that has helped over 600,000 Europeans in 14 countries lose inches. When blood flows through the fat cells, it enables the fat to be more readily converted into usable energy. Subjects using Slim Belly in a research study at the **Austrian Institute for Sports Medicine and Science (IMS)** lost 8 times more fat around their waists than those doing the exact same cardio exercise without Slim Belly.

Mo Hagan, Physiotherapist and the Vice-President of Group Exercise for Canada's largest fitness club chain, says: "I have enjoyed being among one of the first fitness professionals to trial Slim Belly in Canada. Whether I wear it on a run, or when I'm on the run, when I take it off I feel taller, my core tighter and more toned!"

Dr. Eric MacIntosh an Associate Professor in the School of Human Kinetics at the University of Ottawa has been testing Slim Belly since early May. "I have reviewed the Austrian study and the science behind Slim Belly and found both to be sound, says Dr. MacIntosh. "A great side-effect is that my postural muscles have improved. I get a sense of running in a more upright fashion as well which tends to be more biomechanically favorable for the body. I find Slim Belly to be both novel and motivational."

In 2008, Slim Belly was introduced into 25 health clubs in Europe. Today, there are over 1,000 exclusive health clubs that offer Slim Belly to their members. Over 600,000 Slim Belly users in 14 countries have lost an average of three inches from their waists in four weeks. These results were replicated in two U.S. trials.

In Toronto, GoodLife Fitness Personal Training Manager Kelly Musovic, testing the system said "I lost 3 inches below the belly and 2 inches above. Given that this was during a very hectic time for me, I would like to continue with my Slim Belly System to see if I can lose an additional 3-4 inches—very fascinating!!"

"Slim Belly helps the average person see visible results in a relatively short amount of time which is incredibly motivating," said Molly Napolitano, Managing Director for Black Dog Partners (the company responsible for bringing Slim Belly to the US and Canada). "It doesn't replace exercise—it enhances it."

SOURCE GoodLife Fitness