



BEAUTY HOT PRODUCTS

Ultragen Ltd launches TriPollar POSE body-sculpting device

LIBBY BANKS, WGSN 13.03.09

Tapping into the current appetite for at-home aesthetic beauty gadgets, the TriPollar POSE is a hand-held device that claims to shrink fat deposits and increase dermal collagen production.



TriPollar POSE

According to its creators, the **at-home device** has been **clinically proven to tone and tighten skin** as well as reduce the appearance of cellulite to give a reshaped and redefined silhouette.

The launch from **Ultragen Ltd** follows the release of the STOP device last year, which is said to promote collagen regrowth on the face, reducing signs of ageing. The TriPollar POSE is **designed for the body** rather than the face and claims to take the concept a step further by **penetrating fat cells beneath**.

The device is said to work by **emitting four low-power beams** into both the dermis and hypodermis of the skin and gently heats all skin layers. The

creators say that the skin layer with the fat cells heats more quickly than the dermis. This causes the cells to **release liquid fat**, leading them to shrink in size. This in turn creates a thinner fat layer and results in a reduced body circumference.

In addition, heating is said to **accelerate the production of collagen fibres** and this enables the dermis to become tighter and thicker.

Recommended use for the at-home device is **two or three times per week** for six to eight weeks, followed by a weekly or fortnightly maintenance programme.

The TriPollar POSE will be available in the UK from April through Selfridges, Harvey Nichols, Next and www.stop-age.com priced £349. This will be followed by launches in France, Germany and Italy.

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