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Why Do Women Get Cellulite?

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Cellulite, the bane of most women is not gender specific - it also affects men. Reaction by Viora may help reduce the appearance of cellulite with radio-frequency energy.

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According to some statistics, up to 95% of women have cellulite somewhere on their body. The back of the thighs, buttocks, arms, and abdomen are common places that cellulite will appear and it is one of the most difficult things to treat. Incurable, stubborn cellulite has spawned a \$12 million industry to **reduce cellulite** - including at-home lotions, potions, gels, creams, all the way to professional treatments. But what is cellulite? And why does it seem to target only women?



Actual Before and After Results of Reaction by Viora

Cellulite does not just affect women, men are also susceptible - although on a much smaller scale. Based mostly on genetics, cellulite seems to manifest more readily on women. As seen on *The Doctors*, cellulite occurs when fat tissue herniates through the connective tissue and causes the dimpling effect that cellulite is known for. And while cellulite cannot be cured, there are several treatments that can help with the appearance of cellulite.

One such treatment is the **Reaction** by Viora. Using radio-frequency (RF) energy, Reaction attacks the irregular fat cells that exist on the multiple layers of skin. New York dermatologist Dr. Neil Sadick says, "The Reaction by Viora targets both mid-dermal and subcutaneous fat cells - and also is able to heat the surrounding septum around fat cells - producing a more effective cellulite outcome for our patients."

There are many RF-based devices on the market but the Reaction by Viora offers the multiple frequencies. "Other systems don't give you that ability to really customize your treatments. In order to go deeper with some of the other systems you have to push harder or you have to turn up the energy and as you increase the energy, you're increasing your chance for burns or other complications," says Dr. Matthew Schulman, a Board Certified plastic surgeon in New York and Assistant Professor of Plastic Surgery at The Mount Sinai School of Medicine.


Several treatments are necessary to reach optimal results. The manufacturer recommends 3-6 sessions for the best results. Dr. Sadick says, "Patients are able to see results relatively soon and regular maintenance is simple. Most patients see significant results after 2 or 3 treatment sessions and most individuals have continued improvement for approximately 6 months. After which, they will require single maintenance treatments to continue the outcome." He recommends that patients return every 6 months for the maintenance follow-up treatment.

Click here for in-depth [reviews on cellulite reduction treatments](#) by industry leaders.

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