

# IN TRU FORM

Personalize Your Body Sculpting with truSculpt iD

A Four Season's  
Guide to:  
INSPIRING  
BODY  
CONFIDENCE



truSculpt®iD



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**“Remember this:** No one is looking at your imperfections; they’re all too busy worrying about their own.” – Isaac Mizrahi, American Fashion Designer and TV Presenter

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“Body positivity” has become a big buzzword, yet many women struggle with body image. This includes how we see ourselves as well as assumptions about how others perceive us, and approximately 91% of women are unhappy with their bodies<sup>1</sup>. These days, social media can have a significant impact on body image, though we often overlook the fact that lighting, camera angle, filters and photo-editing tools are used to create a snapshot that may be far from reality.

A woman’s insecurity about her appearance may be at least partially driven by a sense of competition with other women—and everyone wants to be the winner.

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“Girls do not dress for boys. They dress for themselves and, of course, each other. If girls dressed for boys, they’d just walk around naked at all times.” – Betsey Johnson, American Fashion Designer

### Who do women dress to impress for?

In the past women were far more likely to dress to impress men, however the fashion-intention tides have turned, at least according to this poll of 2,000 women.<sup>2</sup>

- ✓ **60%** of women between the ages of 18 and 30 say they have their lady friends in mind when choosing what to wear for a night out.
- ✓ **48%** would prefer to receive a compliment from a female stranger than a man.
- ✓ **50%+** say they have never gotten “dolled up” to attract male attention.
- ✓ **22%** claim that a man’s opinion about her outfit doesn’t matter to them at all.

## What do women want to change about their bodies?

Women tend to be their own worst critics, and numerous studies have confirmed that the number-one body part that we are unhappy with is our stomach. According to *Psychology Today*, 77% report dissatisfaction with their abdomens, 60% are concerned about their hips and 56% are not happy with their overall appearance.<sup>3</sup>



### Diet:

Up to 50% of women are on a diet at any given time<sup>4</sup>, yet how we diet has changed dramatically over the years. In 2005, nutritional research and advice suggested that calories—especially burning more than were consumed from food—was the key to weight loss. Fast forward to 2015, when the focus was more on using lifestyle habits (such as smaller portion sizes and more mindful eating to lower caloric intake). Once upon a time, fat was the enemy—but the fat-free craze and rise in carbohydrate consumption may have actually led to an increase in obesity and diabetes.<sup>5</sup> Today's widely-accepted “healthy diet” is high in vegetables, fruit, whole grains, seafood, legumes, and nuts; moderate in low and non-fat dairy products and alcohol (among adults); lower in red and processed meat; and low in sugar-sweetened foods and beverages and refined grains.<sup>6</sup>



## How are women taking control of their body appearance?

There's no magic bullet that can transform one's body appearance overnight, and a combination of lifestyle changes is generally the most effective way to improve the look of one's stomach, legs, arms or virtually any other body part.

### Exercise:

How we exercise has changed too. In past decades, fitness recommendations centered on cardio-based exercise as a means to burn calories. Although this regular increase in heart rate is still important for heart health, muscle-building is now considered to be an integral part of any fitness routine as well. Cardio may burn more calories per workout as compared to weight training, however increased muscle mass has been shown to increase resting metabolism, so it's possible to burn more calories over time by weight training.<sup>7</sup> Muscle-building exercise has additional benefits as well. Studies have shown that increased lean-muscle mass helps maintain bone strength and density, increases energy and reduces risk of injury.<sup>8</sup> But perhaps the most significant shift in fitness has been the emphasis on moving more and sitting less—and you don't need a gym membership to reap the benefits. Simply using the stairs, parking a bit further from your destination so you have to walk more and using a standing desk can reduce the risk of heart disease and diabetes while enhancing overall health.<sup>9</sup>





## Cosmetic enhancement:

Despite increased awareness about the importance of a balanced diet and regular exercise, it's common to have stubborn areas of fat that do not respond. According to the American Society of Aesthetic Plastic Surgery (ASAPS), liposuction ranked as the #2 most popular procedure, up 16.5% from 2017-2018 and up 58% over the past 5 years. Non-surgical fat reduction ranked as the 4th most popular non-surgical procedure.

### Is strong the new skinny?

We are more aware of diet, fitness and overall wellness than ever. In fact, the top five reasons women work out are<sup>10</sup>:

- 1 To support general health (86%)
- 2 To get toned (74%)
- 3 To get stronger (67%)
- 4 For mental health (62%)
- 5 To lose weight (55%)

## How to find your confidence

Despite the abundance of statistics about what women don't like about their bodies, a significant shift toward body-positivity—and body-diversity—is starting to resonate. In a 2016 poll of 1,100 women between the ages of 18 and 54, 56% said seeing body diversity in media made them feel better about themselves, and almost 80% feel totally positive about their body at least sometimes<sup>10</sup>.

Though it may be rare to absolutely love what you see in the mirror 100% of the time, there are many ways to give your body image a boost.

- Get rid of clothing that doesn't fit. Seeing those "goal" jeans every time you open your closet isn't ever going to make you feel good about yourself.
- Wear what you love. Your favorite necklace or pair of shoes is sure to shift your focus away from wishing your pants were just a tad bit looser.
- Tight clothing is not required. You are bound to feel physically and mentally uncomfortable if body-conscious clothing draws attention to an area you're not 100% happy with. There are plenty of more relaxed yet fashionable options.



**4 Seasons  
of truSculpt iD**





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“I might have a little bit of cellulite. I might not be toned everywhere. I might struggle in this area or that. But accepting that just empowers me.” – Kim Kardashian, American Media Personality

## WINTER

### Signature Winter Fashion

It's easy to stay warm, stylish and comfortable when the temperatures drop. Light layers add warmth without adding bulk, and rich colors or winter white are flattering on all skin tones.

Winter also means dressing for the holiday parties and get-togethers. You'll most definitely need a LBD (little black dress) that makes you look and feel like a supermodel. Pencil skirts and high-waisted styles show off your curves, and luxurious fabrics like satin, leather, tweed, and fur go for the glam. Textured and patterned tights make a style statement, and they look great with flats, heels and over-the-knee boots alike.

Every winter wardrobe needs a long coat and a shorter option for more casual days. Whether you opt for a trendy military style or a classic double-breasted cut, outerwear is a perfect opportunity to create a lean look. Just remember you're likely going to be wearing a sweater underneath, so stick to thinner fabrics like merino wool or cashmere to minimize bulk without sacrificing warmth.

When in doubt, go monochromatic. Wearing the same color from head to toe (black, gray and navy are especially neutral) has a slimming and lengthening effect for both women and men.



## 5 TRU TIPS AND TRICKS

- 1 Leggings made with thicker fabric help slim the thighs, and a wide waistband holds your tummy in.
- 2 It's a fact: Darker colors make you look slimmer, especially when it comes to bottoms.
- 3 Nothing says sexy like a pair of great sheer stockings and leg-lengthening heels.
- 4 If you want to avoid attracting extra attention to a certain spot, skip metallics, glitter, sequins and extra embellishments in this area.
- 5 If you're counting down the days until spring, truSculpt iD can reduce unwanted fat so you'll be ready to shed those winter layers!

## HOW TO CAMOUFLAGE TROUBLE SPOTS

- **WAISTLINE AND HIPS:** Boxier tops help hide these problem spots but be sure to balance the extra volume on top with a slim pant.
- **FLABBY INNER THIGHS:** Thicker fabrics and tailored wide-legged styles are key for giving legs a leaner look.
- **DOUBLE CHIN:** Turtlenecks and scarves are your best friend for winter.
- **BULGES AROUND YOUR BRA:** Shapewear isn't just for your belly and below. There are a wide array of slimming tanks and long-line bras that create a smooth, streamlined look under tighter-fitting tops.







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“You are allowed to be both a masterpiece and a work in progress, simultaneously.” – Sophia Bush, American Actress and Director

## SPRING

### Signature Spring Pieces

Just when you think you can't handle any more blizzards or sub-zero temperatures, the first sign of tulips is upon us! It may be too soon to put all of your coats and jackets in storage, but it is warm enough to shed a few layers and brighten up your color palette.

Trends can come and go fast, especially in the Insta age, so buy into some that may stick around for awhile. Think about proportion and the right silhouette to accentuate your best body features, and then choose your favorite fabrics most flattering shades.

#### HOW TO CAMOUFLAGE TROUBLE SPOTS

- **CANKLES:** Floor-grazing skirts and pants are trending.
- **BABY BULGE:** Look for easy, breezy styles that look chic (not sloppy).
- **THICK UPPER THIGHS:** Flowy pants and skirts to the rescue!
- **UPPER ARMS AND BRA FAT:** Throw on a featherweight cardigan or silky shrug for extra coverage with a spring vibe.



Now is the perfect time of year to show off your feminine side with millennial pink or off-white dresses that show a little leg. If you're not ready to reveal everything, longer skirt lengths and a lightweight topper like a cropped cardigan or denim jacket have you covered. Ankle-length pants and skinny jeans work great for spring. Pair them with flats for casual days or add a nude pump for work to make legs look longer.

Spring marks the start of wedding season, and even if you're not the bride or groom, you may find yourself attending an affair or two. If you're a bridesmaid, don't stress about the dress. If the bride isn't open to her wedding party wearing different dress styles in the same color—just remember that you're probably not the only one who isn't into it.

## 5 TRU TIPS AND TRICKS

- 1 Use self tanner (or get a spray tan) to create a slimmer appearance and help your complexion stand out when wearing light colors.
- 2 No waist? No problem. A wrap dress or jumpsuit is the perfect way to get an hourglass shape that accentuates a sexy bust and hips.
- 3 Boot-cut pants with a slight flare can help balance out your hips and they're guaranteed to make your legs look longer with platform heels.
- 4 Invest in well-fitting button-down shirts with a touch of stretch that don't pull across your chest or upper tummy—and have them tailored if necessary.
- 5 truSculpt iD is the ideal pre-wedding treatment for helping the bride and groom look great in wedding photos—and on the honeymoon! (It's a big plus for the mother of the bride, maid of honor, or anyone in the wedding party too).



# SUMMER

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Confidence is sexy! I'm comfortable with my body and not afraid to show it off.”  
– Sofia Vergara, Colombian-American Actress

## Signature Summer Pieces

Summer doesn't have to be all about showing skin—and revealing less can make even more of a statement. Warm-weather wardrobe options include many fun-but-functional choices that allow you to look sophisticated without feeling uncomfortable. Stick to smart basics with an updated twist, like midi or maxi-dresses paired with sporty sneakers or metallic sandals. Strappy sundresses are great for showing-off toned arms and shoulders, while denim shorts let you flaunt lithe legs. The key to is showcase areas of your body that you like (although maybe not all at once).



### HOW TO CAMOUFLAGE TROUBLE SPOTS

- **ARMS:** Throw a breezy kimono over anything to instantly elevate your style.
- **STOMACH:** One-piece bathing suits are all the rage on the beach. And flowy boho-inspired tops pair perfectly with shorts and white jeans.
- **THIGHS:** Nothing says summer like a silky, wide-leg pant.

### 5 TRU TIPS AND TRICKS

- 1 Use bronzer for a golden glow and touch of shimmer that adds definition to your legs, arms, shoulders and décolleté.
- 2 A V-neck tee can lengthen the torso and make you look slimmer—and this style flatters most silhouettes. Ideal for women and men, they work with just about anything you wear on the bottom.
- 3 High wedges give you a few extra inches that create the illusion of a longer, leaner silhouette.
- 4 Longer shorts are back, and a tailored style can take women and men from work to the weekend.
- 5 truSculpt iD can reduce unwanted fat in problem spots by an average of 24% after just one downtime-free treatment!



# FALL



## Signature Fall Fashion

The transition from summer to fall means richer hues, more luxurious fabrics and boots. Think short skirts over patterned tights, leather-embellished leggings and cozy sweaters. Jeans don't need to be a cause of stress, and on-trend high-waisted styles are perfect for accentuating curves (and preventing muffin top). Darker colors have a slimming effect—and this goes for girls and guys.

Long, silky blouses in neutral tones look chic and polished when paired with leggings and boots—and it doesn't get more comfortable than this combo. Turtlenecks and long-sleeved tees are perfect for layering, whether under a blazer at the office or a puffy jacket when you're off-duty. Sweater dresses can also look cute without being clingy, especially when you wear the proper undergarments beneath.

And you can never go wrong with a classic leather motorcycle jacket—and it goes with everything from jeans and a tee to dresses.

### HOW TO CAMOUFLAGE TROUBLE SPOTS

- **MUFFIN TOP:** High-waisted jeans are the ultimate solution.
- **STOMACH:** Top off your look with a long sweater or duster to hide a belly bulge without extra bulk.
- **SADDLEBAGS:** Skip the pencil skirt and go with a more voluminous pleated style instead.

### 5 TRU TIPS AND TRICKS

- 1 Layer a shorter piece with a longer tee or tank underneath to slim and lengthen your torso.
- 2 Invest in quality shapewear to smooth your silhouette when wearing form-fitting styles.
- 3 Ribbed knits create the illusion of length without clinging to your curves.
- 4 A form-fitting dress with color-blocked paneling can instantly create the illusion of a smaller waist and hips.
- 5 truSculpt iD can reduce unwanted fat in time for your holiday break!

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“Your self-esteem won't come from body parts. You need to step away from the mirror every once in a while, and look for another reflection, like the one in the eyes of the people who love you and admire you.”  
— Stacy London, American Stylist/  
Fashion Consultant and Author

<sup>1</sup> <https://www.dosomething.org/us/facts/11-facts-about-body-image#fn4>

<sup>2</sup> Poll: Simple skincare (<https://www.dailymail.co.uk/news/article-2002391/Sorry-chaps-women-dress-impress-other.html>)

<sup>3</sup> <https://www.psychologytoday.com/us/articles/199702/body-image-in-america-survey-results>

<sup>4</sup> <https://www.livestrong.com/article/390541-facts-statistics-about-dieting/>

<sup>5</sup> <https://www.npr.org/sections/thesalt/2014/03/28/295332576/why-we-got-fatter-during-the-fat-free-food-boom>

<sup>6</sup> [https://www.huffpost.com/entry/2005-2015-healthy-diet\\_n\\_7209806](https://www.huffpost.com/entry/2005-2015-healthy-diet_n_7209806)

<sup>7</sup> <https://www.healthline.com/nutrition/cardio-vs-weights-for-weight-loss#section2>

<sup>8</sup> <https://olin.msu.edu/healthpromo/exercise/fitness/activebenefits.htm>

<sup>9</sup> <https://www.heartfoundation.org.au/active-living/sit-less>

<sup>10</sup> <https://www.refinery29.com/en-us/2016/04/107683/female-body-image-statistics-2016>

## Be true To Yourself

It's easy to fixate on our perceived flaws, from dimples to saddlebags, muffin tops or a belly bulge that just won't budge despite a keto diet and Flywheel. Just remember, people come in all shapes and sizes, and we're seeing more and more pics of them every day online.

Instead of wasting your time wishing away those extra few pounds, try to set healthy goals and stop focusing only on what you think can do with some improvement on your body. Embrace the parts you love, and don't be afraid to show them off. A more positive attitude toward your body goes a long way for improving confidence and overall happiness.

truSculpt iD can help you reconnect with your body in a positive way—you can start loving the shape you're in!



## truSculpt® iD

### WHAT IS TRUSCULPT iD?

truSculpt iD represents the next generation of fully personalized body contouring and offers up to an average of 24% reduction in fat after one 15-minute treatment. Extensively studied by leading physicians for safety and effectiveness, truSculpt iD uses radiofrequency energy to heat and destroy fat cells permanently. Your body then naturally expels the remnants of the fat cells during the following weeks, and you can see your new shape take form after the treatment.

truSculpt iD is for all body shapes and types, including those who are not candidates for other contouring procedures due to treatment-area size, location, skin type, fat thickness and loss of skin elasticity. truSculpt iD can be used to contour larger areas such as the abdomen and flanks, as well as smaller spots that are hard to reach. Patients report that treatments feel like a hot stone massage and there's no post-treatment discomfort—multiple areas can be treated in a 15-minute session.

[trusculpt.com](https://www.trusculpt.com)