

‘I GOT MY WAIST BACK!’

Want to be toned, taut and in shape for summer in a flash? Or would you love a mummy tummy makeover – without the surgery? Jo Ebsworth, 45, reveals how she lost nine inches from her torso in four weeks without exercise, dieting, liposuction or a weight-loss drug.

INTerviewing celebrities for a living is a huge privilege and incredibly exciting. But if there’s one part of my job that I have hated for the past few years, it’s being photographed standing next to them. Nine times out of 10, the female stars I meet are honed and toned to perfection with abs you can bounce marshmallows off. Whereas I’d been steadily losing the battle over my ever-expanding waistline since turning 41 during lockdown.

As a qualified PT who also writes about health and fitness, I couldn’t blame my impressive jelly belly on a lack of exercise or an unhealthy diet. But, the fact was my perimenopausal body just wasn’t

responding to my regular workouts, and nothing I did helped to shift the spare tyre of fat surrounding my ribs, waist, hips and flanks. My tummy had gone up two dress sizes from a UK size 14 to a size 18 over a couple of years even though the rest of my body had stayed the same. I felt incredibly self-conscious and uncomfortable in my clothing (and out of it!), and my confidence was at an all-time low. Not to mention that I was becoming seriously concerned about my high levels of subcutaneous and visceral fat and the impact they could be having on my health.

I was feeling pretty desperate, but not so desperate that I was willing to subject my body to surgery. And while I’d been





The photos don't lie! Before and after shots of Jo (left and right), showing her impressive inch-loss.

told I would be a good candidate for Ozempic, I was put off from trying it after hearing about the risks of “Ozempic face”, where your visage can end up looking saggy and wrinkled from losing fat too fast. So, my interest was instantly piqued when TV agent Julia Champion told me about Joanna Birch Jones of Goddess Aesthetics – aka The Fat Shatterer – at her celeb-packed birthday party.

I was moaning about my muffin top while admiring Melinda Messenger's tiny waist from afar. *Top Santé* editor Katy Sunnasse might have been happy to be photographed next to Melinda, but I certainly wasn't! However, Julia explained how Joanna's new, non-invasive body contouring Lipofirm Pro procedure had helped her to drop two dress sizes in eight sessions after dieting, exercise, two failed liposuction treatments and several fat freezing sessions had done nothing to help her menopausal mum tum. I didn't need any more convincing after that, and I was soon heading for my first treatment.

TARGETING MY TUMMY AND WAIST

I'll admit I felt sceptical about the kind of results Joanna could help me achieve as I arrived at her London-based practice in Neville Hair and Beauty in swanky Belgravia (she has a second practice in Sevenoaks, Kent). I've spent years telling people that you can't “spot reduce” stubborn areas of



fat, which is to say that while following a healthy diet and exercise plan will help you to lose weight and reduce your overall fat levels, you can't choose where the fat comes off. But, as my first 25-minute session proved, I was going to be eating those words very soon.

Warm and funny with a razor-sharp wit, Joanna immediately helped to put me at ease as I stripped off so she could take my “before” photos and measurements. Joanna then slathered a conductive gel all over my tummy before she began gliding the electronic Lipofirm Pro paddle across my stomach and along the sides of my waist. As she did so, she explained how the treatment can be used anywhere that needs lifting and tightening – from bottoms, thighs and arms to jawlines and double chins – and why it's so effective.

In short, Lipofirm Pro simultaneously blends two technologies – TriLipo Radiofrequency (RF) and TriLipo Dynamic Muscle Activation (DMA) – to uniquely combine non-invasive fat removal, lymphatic drainage, skin tightening and muscle firming. I was having Joanna's Tummy Contour treatment, designed to define the entire abdomen area by accelerating natural fat metabolism for instant inch loss while stimulating my muscles with DMA, and a few minutes into my first session, I wasn't at all surprised to hear that a 25-minute treatment is the equivalent of doing 600 sit-ups!

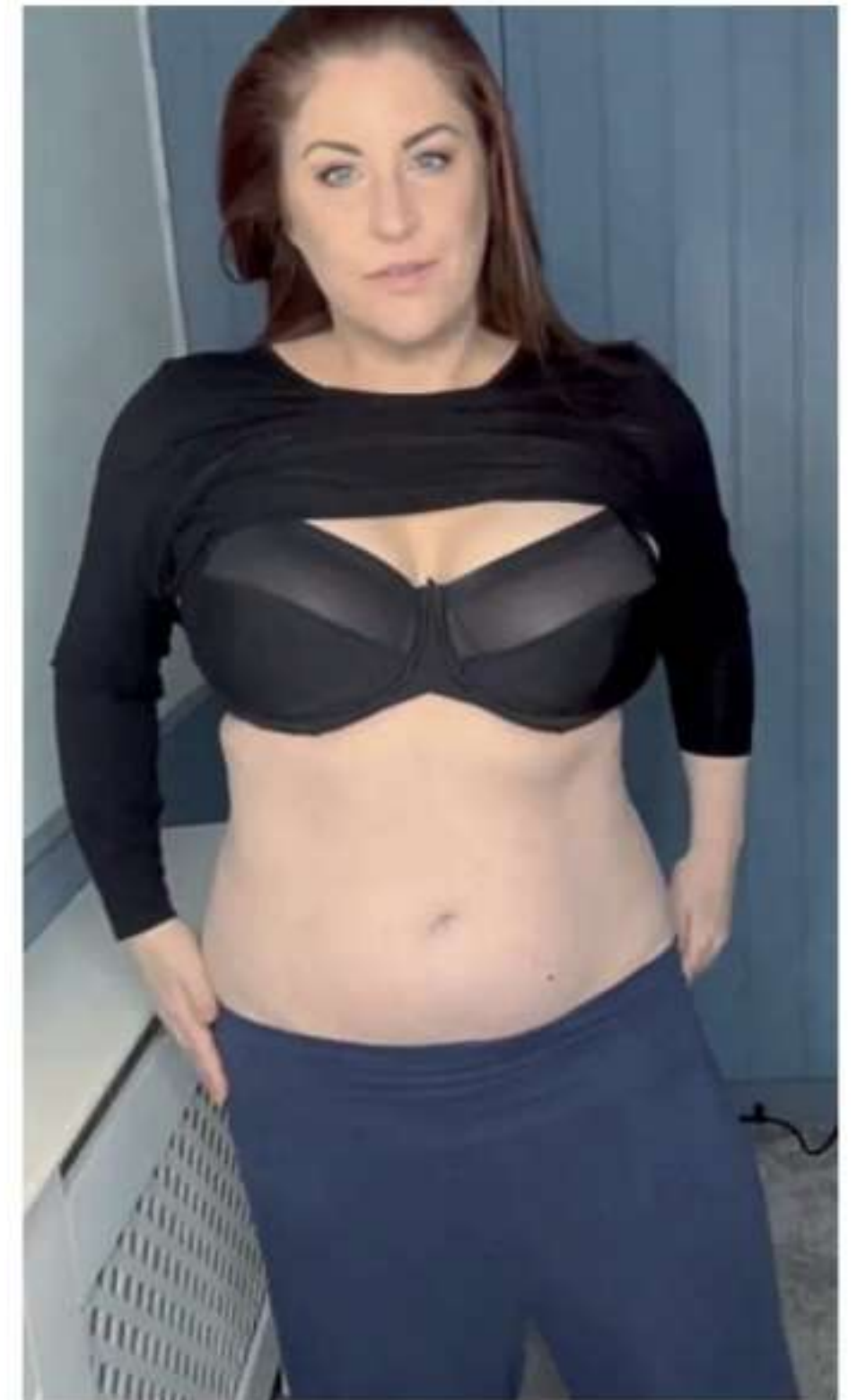
INSTANT FAT BURNER

I could feel my stomach contracting during the treatment as my muscles were activated, but I wasn't in any pain. Instead, I felt a twitching, tickling sensation, and there were times it made me giggle out loud (Julia told me she often fell asleep during treatments!). Joanna also said that instant results were achievable in just one session, but I didn't believe her until I saw the results with my own eyes. Looking in the mirror afterwards, my waist looked visibly slimmer, firmer, tighter, smoother and more lifted. I couldn't stop running my hands along my stomach to feel the difference, and I didn't need a tape measure to tell me I'd lost four and a half inches in one session – but it was fabulous to hear all the same!

In the end, I needed only four sessions to help me lose a total of nine inches from my torso, and I was staggered by the results. My waist, hips and haunches have all been reduced, tightened and sculpted, and my bra bulge and back fat have practically disappeared (Joanna doesn't just push the paddle around, she carefully concentrates on different areas to carve out your new shape). Best of all, the procedure doesn't



Jo before Lipofirm Pro as a size 18, and after four treatments (right) back to a 14.



'My waist, hips and haunches have all been reduced, tightened and sculpted... I feel lighter, healthier, and more energetic'

require any recovery or downtime or leave any scarring, and I could get back to work immediately afterwards, making Lipofirm Pro the perfect lunchtime tweakment.

While my confidence is now sky high and I'm able to get into my favourite size 14 skinny jeans once again, Lipofirm Pro treatments aren't just about dropping dress sizes. I feel lighter, healthier, less sluggish and more energetic. Doing simple things like tying my shoelaces is so much easier now my tummy is smaller.

When Joanna told me that she had managed to help one of her clients drop from a size 22 to a size 10 and reverse her type 2 diabetes in the process by shattering through stubborn fat levels and getting her lymphatic system to work efficiently (as confirmed by doctors), I wasn't surprised in the slightest. It truly is a game-changing treatment, and I'd have no hesitation in recommending it to anyone.

● A course of four Lipofirm Pro treatments with Joanna Birch Jones is currently reduced from £1,000 to £580, while a course of eight treatments is reduced from £2,000 to £1,160. For more information, visit goddess-aesthetics.co.uk.



BEFORE: Jo always used to cover up when having her photo taken – shown here with Pixie Lott.



AFTER: Now Jo is happy to pose without her baggy coat since regaining her waist – shown here with Dame Kelly Holmes.