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# press release

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FOR IMMEDIATE RELEASE

## ShapePerfection - Burns fat and fights cellulite

ShapePerfection has been designed to achieve this without the need to exercise and it works because it instructs fat cells to transform the lipids into heat. Human beings produce two types of adipose tissue; white adipose tissue (WAT) and brown adipose tissue (BAT). BAT is programmed to burn lipids into heat and it is in those fat cells that the UCP1 gene is activated. This is the protein in the mitochondria that uncouples the energy production chain and turns it into the production of heat.

Unfortunately, fat tissue in adults mainly consists of WAT. Mibelle Biochemistry discovered that with ShapePerfection it is possible to transform WAT into BAT through a process known as adipocyte browning. This is a way of transforming fat into heat and as a consequence breaking down fat deposits.

ShapePerfection is an oil-soluble active that is based on mustard sprout extract and capsaicin. This unique combination successfully combats unwanted fat and cellulite through a powerful dual action. This is achieved on the one hand through the recently discovered browning process and on the other hand by stimulating blood flow to ensure there is an adequate supply of nutrients to strengthen the connective tissue.

- **Visibly reduces the appearance of cellulite**
- **Shapes body contours effectively**
- **Reveals a slimmer silhouette**

Centimeter by centimeter, ShapePerfection will reduce both body girth and signs of cellulite to ensure a well-shaped body.

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