

The Only Successfully Proven Way to Banish the Cellulite From Your Body

- Regardless of Your Age or Genetics

Cav Stewart of www.naturalwayofgettingridofcellulite.com Interviews The Naked Beauty Cellulite Reduction Report Creator, Joey Atlas



Joey Atlas, with degrees in exercise physiology and exercise science specializes in creating targeted, laser focused solutions that really work for women's problem areas, namely the lower body.

In addition to the [Naked Beauty Cellulite Reduction](#) program, Joey is also the creator of the “[Sexy Butt Makeover](#)” and the “[The Ultimate Leg, Butt, Hip, Thigh and Tummy Makeover](#)”

Today my special guest is Joey Atlas, the creator of the Naked Beauty Cellulite Reduction Program. Joey has graciously agreed to be interviewed by me and he is going to answer your most pressing questions about cellulite and how to get rid of it.

Joey the first question I would like to ask you is: what motivated you to develop the Naked Beauty Cellulite Reduction System in the first place?

There are a couple different ingredients to that answer and the strongest one is my realization of how women are taken advantage of over this problem. It really started to bother me a few years ago. I have lots of close female friends, relatives, sister, and I see the things that bother them the most and when I realized how all these different products are marketed toward women, which none of these things can work - they never do, they never will - and that is why there is so much continuous money being made in the cellulite industry; from pills, wrap treatments, skin brushing and vibrating massage machines.

None of these can work, but yet out of desperation and frustration women will keep spending money just to take a chance and with my background in physiology, knowing the actual cause of cellulite has nothing to do with the outward appearance of the skin or actually I should say it's not a skin issue. I am looking at all this stuff and realizing everybody is being lied to and all these things, they can never fix the problem.

Yet they are still allowed to be marketed and sold. And I knew the only way to reduce and even get rid of cellulite is by fixing the actual cause of it. So I decided I am going to turn that into a program and market it as a cellulite specific program because I knew my approach in the lower body for women would work to get rid of cellulite either completely or 70% or 80% whereas everything else at best there might be 2 or 3 things that may bring about a temporary change, but there is nothing permanent

there and that's not getting rid of the problem and that is what motivated me to put this together.

Good answer that brings me to my next question: what are some of the myths and misconceptions about cellulite that are out there today?

Well, the biggest ones are some people like to believe it's a genetic thing which in certain instances it may be considered genetic, a because if a mother or grandmother has it and the daughter ends up having it, well of course it's considered to be a generic trait. It's not really true because there are some women who don't have it when their mom or grandmother had it and vice versa so it's not genetic.

The other thing is people say, "Oh once you have it you can never get rid of it." Well where did that come from? That comes from women trying so hard with all these different things, trying to get rid of it and nothing works, so people are led to believe well once you have it you can never get rid of it, which is wrong.

There is a way to get rid of it, but that's a big myth that gets passed around. The other misconception or myths really revolve around these different product offerings. Again I mentioned them earlier, lotions, creams, pills that are supposed to flush away toxins. The way these things are marketed are based on misconception or creates misconceptions and myths and so people believe the stories that are involved in the marketing and those become information that get passed around because of the way the product was positioned and marketed to people, so those become mistaken facts, false facts we'll call them.

Those are the big ones. The other subtle ones, which brings us to the cause of it, is people just not understanding what it actually is. A lot of people think cellulite is some kind of substance or fat and toxin build up under the skin. That's not true. Some people are led to believe that it's a skin issue, something having to do with the properties of the skin which are supposed to be able to be changed. It's not going to happen on the superficial level, it has to happen from somewhere else. Those are the primary myths and misconceptions about it.

If that is the case, then why do women actually have cellulite if it's not like a skin problem why do they get it?

Well again now when we ask this question we have to realize why do women have it, and we have to realize there are girls who are 14, 15, 16 who have these bumps and dimples on areas of their lower body. You have women who are in their 50's and 60's who also have it. You have some who have it their whole life until they find a way to get rid of it.

You have some women who get it after childbearing and you have some women that get it even without having kids as they get a little older into their 20's or 30's and the primary reason is this, they have a higher than normal, what is the easiest word to use here, their muscle tone is much much lower than the average woman's.

So when we talk about this, we know, and probably a lot of women listening to this realize, you don't have to be overweight to have the appearance of cellulite. You could have a great weight, be really happy with the size of your body and how you look in clothes, but you could still have these bumps and dimples we call cellulite.

So what this is a result of, is that person's muscle in their lower body, all their muscles are much less toned and firm than the average woman's and then when those muscles, and keep in mind in our lower bodies male and female we have 90 muscles between our waist down to our ankles, its 45 muscles in each leg from the waist down to our ankles, 90 muscles all together.

Those are a lot of different muscles and when those are all un-toned and properly stimulated or lack of stimulation to those muscles they get very soft and mushy almost the best way to describe it is deflated. Almost like a deflated balloon gets soft and mushy, the muscles get deflated, soft and mushy and they sag, they get - the physiological term is muscle atrophy, they get atrophy.

Now when the muscle below the skin gets atrophied they don't provide the proper support for the skin on top of them and so the skin puckers, dimples and sags, and it gets this bumpy appearance that we call cellulite. We've given that appearance a name, it came from France many years ago to describe what those bumps and dimples look like. So the term cellulite is really, it's a made up name to describe the appearance of these bumps and dimples.

So now you have all these soft muscles that are not stimulated properly and the skin has no firm base of support, so you see all the puckering and the dimpling and sagging and the bumps. It's as simple as that so the only thing that needs to be done is reversing that muscular atrophy. Does that make sense?

Yes that makes sense. So that explains why someone could be physically fit and still have cellulite.

Exactly, exactly. Women say, well I've tried exercising but I still have it. Well we all know there are so many different ways to exercise and so many different methods that not everything produces the same results.

So if a woman, if she loses weight will the cellulite go away?

No definitely not and actually in some cases weight loss in certain women makes it worse. Just because you are losing weight doesn't mean you're firming and toning your muscles. Those are two different things; a weight loss program is not a properly targeting toning program to reverse muscle atrophy.

Now if the woman who is losing weight is also doing a properly structured program that targets the lower body regions and provides proper stimulation of all these muscles we are talking about in the cellulite zones, then she will reduce the chance of having and probably not even have the appearance of cellulite.

So exercise can decrease cellulite, is that what you are saying, right?

Oh absolutely there are definitely exercises that reduce cellulite but they have to be the right exercises and they have to be put together properly with proper form, tempo and sequence.

Ok that makes sense. What about diet? Is there a special diet that a woman could use to lose her cellulite?

That is a good question and the truth is the biggest factor in reversing muscle atrophy is the proper exercise routine. The second factor, which provides a nice synergy, is taking in proper nutrition to allow the muscles to respond more quickly and more dramatically.

So to say there might be an anti-cellulite diet by itself that will work is untrue, even if it's a really, really healthy highly nutritious diet it won't work. Those muscles need proper stimulation and then if you add into that a good diet that is put together in a balanced way then yes that diet can be considered an anti cellulite diet because it's put together with the proper exercise program, so they work synergistically.

That makes sense because my other question was that women want to know what foods to eat to help get rid of cellulite, but like you said eating healthy food by itself is not going to do it.

Right, and I can give you the top best supposed foods for cellulite reduction but those are worth nothing unless you are doing the right exercises to stimulate the muscles to make the most out of those foods that you are taking in.

That makes sense. So an interesting question I came across is how fat do you have to be to get cellulite?

How fat do you have to be? Well you don't have to be fat at all. There are women who are considered skinny who have the appearance cellulite; these bumps and dimples on their lower body areas. So it's not a matter of how fat you have to be, it affects women of all shapes and sizes, again because it's not a fat issue its primarily a muscular issue.

Because it's one of the misconceptions that you have to be fat to have it but like you are saying that is not the case.

Right exactly.

What about massage, if you massage the cellulite will that help it go away?

Ok, I am going to give you another honest answer here. For the most part no. And here's why I say for the most part. In all the years I have been doing this and helping women get rid of this problem, I've only come across one person, and this wasn't in person it was via email so I really don't know the validity or the truthfulness of what she wrote.

She very well could have been massaged provider who sells cellulite reduction massage services. Well, in short what she wrote was that she was going for massage treatments targeting her cellulite, her cellulite reduction and it did improve.

She didn't say it got rid of it altogether, she said it did improve. She didn't do anything else, but she said admittedly it was costing her a lot of money every week and month and once she stopped going, well her cellulite came back and of course got even worse and why is that?

It's because she never addressed the muscular issue. Massage doesn't tone and firm and sculpt muscles. It's good for muscles, it's good for muscle recuperation and it does provide health benefits. I love proper massage myself. I try to get one at least once a month as part of my overall wellness plan but in terms of cellulite reduction the honest answer is no.

So at best it's like a temporary effect right?

Well yes, I mean at best you could consider it that, if it does produce any results. But again it's very expensive to keep doing it. Some women kind of fool themselves into thinking it is working and the treatment provider say well you got to keep going and eventually it's going to get even better and better and before they know it they have spent a lot of money with hardly any, if any results. And again once you stop, even if you did get any results, it just goes back to normal and usually gets worse because the real cause is not being addressed via the massage therapy.

Exactly, since the underlying issues aren't being taken care of you are right back to square one. That brings up another question; women are always trying different gimmicks and gadgets like bathing the skin with a loofa and wearing compression garments. What are your thoughts on those?

Again, these are passive devices, passive solutions that are supposed to get rid of cellulite and the way they are presented is in a misleading manner. So what women think they are fixing is really not what they are fixing, but they buy into the presentations and they figure ok, this should help or it should work totally when in reality a loofa scrub is just going to take off your dead skin layers on top.

That's nothing new, but it's not going to change anything structural and when we also we talk about compression garments. Well, compression garments are fine if you are going to be dressed up and you want to reduce the bumpiness showing through your clothes, well those compression garments will come in handy but what about when it's time to put on your bikini or what about when it's time to get intimate and you're going to be naked?

Well you can't keep wearing those compression garments, so that doesn't fix the problem that just hides it temporarily. Reality is still there to be dealt with though.

Right I see what you mean. What about surgery like liposuction, does that really help cellulite.

No, that is a great question by the way because there is a lot of confusion on this. Liposuction simply sucks out fat from women's overly fat areas. What most people don't know and this is a shocker for many people, is that liposuction can cause cellulite, it can make it worse and it can cause it in someone who didn't have it. This happens a lot, but a lot of women are embarrassed to step forward and talk about this because it's such a dramatic change that they spent a lot of money on and took a risk on.

Well they have lower body fat content but they have all these bumps and dimples now and so we have been talking about this being a muscle issue right? So if their muscles are untuned and droopy and saggy, when you suck fat out of the skin, now that skin has even less support behind it so there is going to be cellulite in a certain portion of these women who get liposuction and until they address the muscular issue that cellulite is going to stay there and usually get worse if they don't address the cause.

So they just spend a lot of money for actually nothing.

Exactly. Some women they only get the liposuction to get rid of the appearance of cellulite and in reality again it's just sucking out fat and that can make the condition worse and this happens often. You can look this up on the internet liposuction, you do a specific search: "liposuction causing cellulite" or "liposuction making cellulite worse" and there is plenty info out there about this and I know firsthand because I have dealt with clients who have had this specific issue that we had to fix.

I never knew that so I learned something today. Definitely. Well the thing is ok, there are a lot of cellulite creams out there; do they work, do they serve any purpose or is it a total waste of money?

This is a really good question. Now the answer is, they don't serve a purpose and they are a big waste of money, but the marketing and the idea that a magical cream that you rub onto your problems areas can do something is very alluring, it's very tempting and when women are so desperate about this big problem that affects every aspect of their life they are willing to pay \$20, \$30, \$40 dollars a week sometimes even more.

There is some really expensive supposed solutions out there that are really expensive and people buy them but truth is and I can't give, and there are two ingredients that have come across over the years that are actually prescription medications used for other ailments that have been found to reduce the appearance of cellulite and I am not going to say what those are for two reasons.

One I don't want to cause any kind of legal problems where people go start looking for this stuff and they find it somehow on the internet and they either buying illegally or they are buying fake what do we call fake versions of this stuff.

There are again, these are two elements that are prescription medications made for other types of medical purposes that have been found when used on the skin in certain ways to reduce the appearance of cellulite. And I know this first hand, because back in my competitive days some of the female fitness competitors, they were doing everything right as far as they knew how to back then, but they still had cellulite in certain areas and they would use these two elements to reduce the appearance even more.

But the stuff that is on the mainstream market now it doesn't have either of these elements in there and for good reason because there not made for that use. So yes, most of, actually all of the creams and lotions out there, they are just bogus, they are phony, some of them are cleverly made with niacin and other elements that stimulate the skin and produce like tingling sensations and stuff so that women might be fooled early on into thinking oh, I feel like it is actually working and I know this is going to do something for me and in reality it never does, nothing ever changes. Does that make sense?

It makes sense, so would you compare the cellulite cream to the compression garments or the massage therapy?

Absolutely you are trying to fix a problem with a solution that doesn't address the cause so it doesn't matter if it's a compression garment, a loofa scrub, a toxin pill or a cream or lotion none of those address the actual cause so they are not going to reverse the problem.

Right that makes sense because you have to get to the root of the problem to eliminate it. So in your opinion Joey what is the biggest mistake you see women making when it comes to getting rid of their cellulite

The biggest mistake is they keep staying in a mindset where the solution is going to be a passive one where they can either take something, wear something, take a treatment, or rub something on it and have this appearance change and they keep believing this and that is the biggest mistake.

Until they realize there has to be a proactive way to reverse the root cause of this, then they are just going to keep going around in the same circles spending a lot of money, a lot of time getting frustrated. There are plenty problems caused by some of these solutions that cause skin issues, skins problems and allergic reactions. So until the woman who suffers from this realizes that it can't be fixed passively, you have to - there is an active role you have to do to stimulate the muscles at their most basic level in a synergistic kind of way then she will keep perpetuating her own problem.

Once she fixes that mistake and learns the truth about it, then she is in a good position to take proper action and fix it.

Ok, so we know the society we are living in everybody wants instant gratification, nobody wants to wait, so this why I guess these products are so popular and also why they sell very well because you don't have to do anything, put any effort, in like you said a massage, rub some lotion on, put a garment on and its easy for them to do that. So a lot of women, again you probably covered this, but they want to know what the best cellulite treatment is. What would you tell them?

The best way to reverse cellulite is to reverse the muscle structure issue. You have to take those untuned saggy deflated muscles and you have to tone them, you have to strengthen them, you have to firm them up and lift them.

The only way to do that is by its what I call synergistic muscle layer stimulation, so you have 45 muscles in each leg, 90 muscles total. All these different muscles need to be stimulated synergistically in order to get the right effect so that they gently firm up, they tone up, they fill themselves out without getting bulky, without getting big, but they fill themselves out enough and we say like they get inflated instead of deflated.

Instead they become inflated because they have reached the true potential and this type of stimulation causes them to gently push outward on the skin and it makes the skin get tighter and smoother and so when the skin gets tighter and smoother the bumps fade away, they disappear because the skin has a firm base of support behind it pushing out against the outer layer of the skin. That makes sense to you?

Yes that makes sense. So the other question I wanted to ask you is that some women feel like they have tried everything, the lotions, the massages what have you and they say you know what, there isn't any way to get rid of cellulite. I think you answered part of it just now, so for the women out there is there truly any way it's going to work to get rid of cellulite?

Absolutely, I've been doing this for years and you have to follow the right exercise program and again this is not about lifting weights, it's not about using all these uncomfortable machines in the gym, it's not about doing an hour of cardio vascular exercise every day.

This is a very structured and targeted series of body movements with just your own body that are intended to stimulate all these muscles that I am talking about in the lower body so there has to be a synergy between all these that is why I put together the program that I have, Naked Beauty, with the stimulastic method. Stimulastic stands for: synergistic muscle layer stimulation.

The most exercises that people do in the fitness centers and health clubs are two-dimensional. They are either lifting weights or they are doing machines or a combination of those two. All the movements are the same, you see the same movements in every gym just about every trainer teaches the same routines and because they are only two-dimensional they are not going to cause synergistic muscle layer stimulation.

The movements have to be multi-dimensional where when you put these movements altogether there is a synergy in the program and it creates a synergistic stimulation in all these muscle groups in the lower body. When you do that you get the desired affect that you are looking for in the lower body.

One of the three keys to the combination of these specific movements, they have to be done with proper form, they have to be done with proper tempo and they have to be done with proper sequence so this goes much deeper, it's much more subtle than just the exercises and how many reps and sets am I doing.

This is very very specifically targeted towards getting rid of cellulite. So, it's the movements that are put together for multi-dimensional stimulation and they are done with proper form tempo and sequence. When you have all those ingredients and the women sticks to this simple program three or four times a week, then magic starts to happen and as long as she is willing to stick with it, then she can get rid of her problem as long as she willing to put this simple amount of work in on a week to week basis.

And besides getting rid of the cellulite, this program is also really great for general health and fitness purposes as well. This can all be done in your home or if you traveling in a hotel or when you are vacation you could do it at your friend's house or wherever. So this doesn't confine any woman to have access to a gym or a fitness center with all the weights and machines. This is a very easy subtle targeted program that can be done anywhere.

Right in other words unlike the other so called cellulite treatments out there, the Naked Beauty System lets you kill two birds with one stone so to speak, because you get to work on your cellulite and then also improve your body as well. So really, it's an investment in your health not in just getting rid of the cellulite, because cellulite is not going to kill you, it's not like a medical condition right.

Exactly

Cellulite, it's not like a life threatening issue that if you don't get rid of it you are going die. It's more like what is the word I am trying to think?

It's a cosmetic issue it's the appearance of what's actually causing which you can't see on the inside. So no it's not going to kill you, but strengthening and toning those muscles will get rid of the problem. For some women it will get rid of it altogether and for some other women it may be 60% or 70% improvement, but 60% or 70% improvement is enough for them to want to wear a bikini and not be ashamed anymore and that's big, that is really big.

You add to that the health and fitness benefits and the increased energy and the self-esteem then there is a lot of good there to be experienced and she no longer has to worry about continuously spending money on all these different cellulite solutions and possibilities that might work and that part of

frustration and pain and anger is over, she can move on with her life now.

That is great. So what would you say is the typical age range for your Naked Beauty customer? Is there a specific age range or is it a wide range of ages?

It spans widely because so many different ages can have this appearance of cellulite, but the majority of women who buy this and put it to use and get the results are in the mid 20's to early 50's.

Ok. Is there a special age when women start to see cellulite, is it after childbirth or does it matter?

No, some women have it from when they are young teens, some women never have it until after they have kids, some women get it in the menopause phase and some women just get it as they get older and they let themselves go.

Right. Not exercising or like you said just let themselves go and didn't do anything. Do you have any idea about how many women you have helped so far with your Naked Beauty Program?

Oh gosh I wouldn't be able even put a number on that, it's so many because once I took the program to the internet we put it on a platform where it's available in every country and I know by looking at our subscriber list and all, that we have people and it's gotta be, it's at least 193 countries which I think it's almost all of them, if not all of them, where our subscriptions are being sent out to. So even my freebies, some women say they have gotten rid of their cellulite just by using my freebie information, so I know there are people who haven't even purchased the full program that have used the freebies to get rid of their cellulite.

So I would say it's in every country but how many is wow, I don't know it's big, it's a big number. I never thought about it and nobody has ever asked me that question.

So who can benefit the most from the Naked Beauty Program? Who would you say could benefit the most from it?

Well the typical woman that is going to benefit the most is the one who is really frustrated at this point, tried a bunch of things, you know for a fact those things did not work for you so you understand why they haven't worked, you know the reason why they haven't worked now because none of those things address the actual cause so that woman who is in that position right now is the perfect candidate to get the most out of this program.

That makes sense. Who is the Naked Beauty System NOT for?

It's not for the woman who is 40, 50, 60 pounds overweight or even 20 – 30. This is not a weight loss program at all. This is strictly a cellulite reduction program for the woman who likes her weight likes the size of her body just want to tone up a bit and lose the appearance of cellulite. Maybe she wants to lose 2, 3, 5 pounds at the most, but again this is not a weight lose weight reduction program.

This is more of a cellulite specific, targeted, highly focused and targeted at getting rid of cellulite for the woman who likes her body, really loves how she looks in her clothes actually, but in a bikini or naked she does not like looking at herself let alone having anybody see her. It's perfect for that woman.

Ok, so I think we've covered all of our questions. There are a lot of women out there looking for solutions and they are always going to be people looking for a quick fix because they don't want to put in the time and effort to do what is necessary to get to the root of the problem. What final advice would you give to women that are still looking out there for a solution after they have tried everything? They may be physically fit, but like you said they still have the cellulite, what would be your concluding thoughts, what would you tell them?

Honestly I do what I do because of my passion to help people solve their problems. I have been very fortunate enough to get two degrees in exercise physiology. I understand the body I understand psychology; I understand what people go through to fix problems that affect their appearance and their self-esteem.

So I encourage you, I want you to buy this program and put it to the test and on top of that, because I don't want to sell you something that might not work for you. I have a two month guarantee period, so in six or seven weeks if you are not happy with the improvements you are seeing, fine, I will accept that, you just email us back and we give you a full refund.

Again, I do this because I want to help you get rid of the problem I don't do this to try and get rich, that is not what this is about. So in all fairness, I have that full guarantee period where you get to put this to use from day one and in a month a half if you are not excited about what you are seeing in the mirror then I am ok with that and all you have to do is ask for a refund if that is what you want.

Now I can do that because this does work and I hardly get any refunds so it's a risk that I take but it's a very very small risk that has been working very well for many years and so I do that to make women feel better like they are not going to get taken for some kind of ride here.

They feel good they hear it in my voice that I know what I am talking about and I want to help and that they are not going to lose money by taking a chance on this. It's either going to work for you to the extent that you are totally happy completely happy or you may not be happy with the level and you can simply request a refund and you got it. We give it you very quickly if that is what you want.

Two months is a long time to put something to the test to see if it works for you. On the average if a person downloads the program - it is all on the internet so they don't have to wait for anything to be shipped right?

Exactly it's all internet based, it's a combination of the video version and a printable sheet version and then there is some other support materials in there which make this - there is no guess work. I have laid it out so simply that once you get in there you can get started right away and because it's a combo video and instructional photos and with detailed instructions you know exactly how to do it.

It's like I am there training you so the whole program from start to finish takes about 20 minutes and again there is support material which tell you if you want to advance more and get even better results and how to multiply the program around your daily schedule to get even quicker or faster or longer deeper and better results in the long term. So it's all laid out there available worldwide in a private access section on the site.

That actually covered part of the question I was going to ask you. Women want to know how fast you can get rid of the cellulite. If someone downloads the program and follows the procedure according to where you laid it out how soon will they begin see benefits?

Some women see cellulite reduction within 2 weeks; they start to see it happening within 2 weeks. Some women it takes a little longer, just because and again if it takes five or six weeks to start seeing some real measurable results that's relatively speaking it is longer than the two weeks, but for them it's like you know, for some women it's like this is fast, because nothing has ever worked in my life before, so five or six weeks is actually really fast and there are willing to wait five weeks to see those kinds of improvements which affects every aspect of their life.

So the only way that it is not going to work for them is if they just buy it and don't take advantage of the program, is that correct?

Right, if you buy it and you just don't do it, it's of course not going to work. I don't want you doing that, I don't want people who are going to buy this and not use it. I want you to get the results and I want to hear from you. You may not be willing to share your success story and the before and after photo but I have nobody who stepped forward who wanted to share before and after photos even despite the great improvements they've had.

What woman wants to show her privates with cellulite and share them publicly, nobody. If anybody is listening and wants to I'm all for it, that would be great proof to share and would inspire other women but we know that is not the case and it's hard to get people to do that.

The thing that I got out of this interview with you Joey, is that there is absolutely no overnight cure for cellulite and in order to get rid of it you have address the root cause of it, you have to get to the root of the problem, you have to work on that.

Anything else is pretty much a waste of time am I correct?

Until the person does that and gets to the root of the problem nothing is going to improve and it probably will only get worse.

Ok, well Joey I thank you so much for your time today, this is some really good information, I've learned a few things along the way.

I am very happy we did this, this caused me to think a little more deeply and share a lot of good information, and I know a lot of women are going to benefit from just hearing this. Thanks for having me. I appreciate it.

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