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# The Cellulite Myth: It's Not Fat, It's Fascia



## Synopsis

As Seen on the Today Show! The USA Today Bestseller! The last book youâ™ll ever need about cellulite, and the first book you need to take control and change your healthÂ forever!Â Forget everything youâ™ve ever been told about celluliteâ™itâ™s a myth!Â Ashley Black, fascia pioneer, and body guru to the stars, unveils never before known secrets to obliterating cellulite and changing your personal health paradigm.Â For years weâ™ve been conditioned to believe that cellulite is a fat problem, yet skinny girls have it, active girls have it, sedentary girls have it, curvy girls have it, older women have it and, guess what, so do younger women. In fact, 90% of women struggle with it . . . you are not alone!Â The appearance of fat is affected by the sticky webbing of tissue itâ™s housed in called fasciaâ™which can be manipulated. Get ready for the most radical shift in Health and Beauty of the century! Obliterate cellulite, transform your body, and revolutionize your life!

## Book Information

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## Customer Reviews

What happens when you team up renowned scientist and inventor, Ashley Black, bodyÂ guru to the stars, billionaires, and royals; with Joanna Hunt, best-selling ghostwriter who hasÂ worked with the top inspirational authors of our time? AÂ dynamic interplay of science andÂ inspiration packaged in a light-hearted, down-to-earth style that every person can digest and grabÂ hold of. When their paths crossed serendipitously one day, they knew they were destined to workÂ with each other to bring Ashleyâ™s life-changing discoveries to the world.

I'm a LMT, and I use the fasciablaster with my clients and I was really hoping that this was going to

bring the fasciablaster out of the hype and into a clinical setting. There was a lot of buzz about how the book was filled with new and amazing information, but it's not. It's the same information available in the youtube videos. I was hoping for anatomical details on fascia, information/tips on tissue healing, and information on those trials that keep getting hinted. Instead, this was just a long motivational blog post. I forced myself to read the whole book because I knew my clients would be reading it, but the more I read...well...I actually felt embarrassed that I was using the fasciablaster. I was mortified that anatomical tissue was being called "gummy bears" and "cotton candy"...not just in analogies, but in ongoing discussions. The book is littered with hashtags and promises to get into detailed discussions in a later book. The most frustrating was when paragraphs opened a topic and then the reader was told to search the author's facebook page to continue reading on the topic. A good portion of the book is taken up with re-prints of facebook posts that fans have left for the author. Between these posts and the photos there really isn't much substance. I read the whole book in 2 hours. Now, if you have just purchased the fasciablaster and you don't want to root through lots of videos and you are looking for some motivation, then this book is spot on for you. The user's facebook posts will give you inspiration, and you have all the basic information in one place. But if you want to move beyond that and gain more knowledge, you may want to purchase a book on myofascial release where there is info on reactions in fascia and you can get up to speed with the current studies on fascial tissue.

I purchased the FasciaBlaster strictly for vanity and cosmetic reasons. I wanted my 55 year-old legs to look like they did when I was 35, smooth, sleek and cellulite free. Ashley Black promised this, stating her tool was 100% effective, no matter how big or small you are! I 7 and 140lbs. The device is even advertised to cure many ailments (which, as a nurse, should have been a red flag for me). I am leery of quick fixes and medical scams. I did extensive due diligence. I joined her online Facebook groups. I could find no evidence to debunk her claims. I could find no negative reviews or locate any posts that did not claim amazing results from use of the device. I also couldn't find any actual medical trials or studies but the data I was able to gather told me to buy it!! And I did. And in the first 3-4 months, I felt like I was getting results. I was telling all my friends and family about it ad nauseam and even formed a local support group. Then things started to change despite me following the protocols (which keep changing without notice), heating as instructed, oiling, activating, flushing, icing, etc. I started getting cellulite where I didn't have it before, namely my arms. The cellulite on the back of my thighs appeared worse. And most of all, my skin had changed. It

appeared old, dry and crepe-like despite following directions on the blogs, and in the videos and on the Facebook page. I thought I was alone in my disappointment and was ready to chalk it up to another failed attempts at ridding myself of those nasty lumps and bumps. Until I found a Facebook page where results that were anything less than stellar were being posted. I used the FasciaBlaster for 9 months before quitting. Come to find out, the creator- AB, was censoring her Facebook page; not allowing negative results/adverse reaction post to be posted. She was deleting any/all negative comments. I finally discovered that I wasn't the only one NOT getting the results that AB promised and also learned there were women actually being HURT with the device. My issues are small compared to some of the many others. I was made worse by a device that was guaranteed to give me 100% cellulite elimination. So now that I knew I wasn't alone, I did some more digging. When I bought the tool, her Terms and Conditions state that the FasciaBlaster is NOT a medical device however, the packaging it came in says it is a Class 1 medical device with US Patent No. D735.818. The T&C also state that the AB Company does not identify itself or any of its personnel, as a licensed dietician, nutritionist, certified personal trainer, massage therapist, medical provider, or licensed/certified as a professional in any field. She touts herself as a scientist but has no medical or health related credentialing what-so-ever. She holds her man Bart Jameson as out as a Fasciologist and her gal Kathleen Stross as a Neuroscientist. It is an insult to those of us with well-earned degrees and a dangerous practice to engage in because she is regularly offering medical advice to the unsuspecting public several times a day on her FasciaBlaster Facebook pages. She flat out denied to users that were experiencing weight gain, that the FasciaBlaster did NOT and could NOT cause weight gain but then updated her T&C to include weight gain as a possible side effect. The updated T&C are 11 pages long, and include multiple new contraindications and warnings-the last T&C update was 4 pages. Because there were no clinical trials or studies conducted outside of her camp prior to its release to the masses, one can only conclude we, the consumers, have unknowingly been her test subjects. She actually called us her guinea pigs on a post as recent as March 10, 2017. And I know that had AB been honest, had she allowed dissenting views to be shared, had she listed ALL of the possible side effects/adverse reactions, had she posted genuine, unfiltered and un-photo shopped photographs, I would not have purchased the product. This woman's business practices are despicable. Her integrity is questionable. And now, she's threatening to sue anyone/everyone who has spoken out about her and her bad practices. The device is hurting people. It needs to be remove from market and studied. I agree that it has worked for some people. It even worked for me in the beginning.

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