

Just sit, it might be the laziest way ever to tackle cellulite

FOR many women trying to banish their cellulite, the only answer is vigorous exercise and drinking lots of water.

But if that seems like too much trouble, how about a solution that involves nothing more energetic than rubbing on a lotion and sitting down?

While it sounds too good to be true, beauty company Soap & Glory says its new product, Sit Tight, requires no effort but massaging the lotion into problem areas and then taking a pew.

It claims the lotion is loaded with caffeine, which is known for its firming and draining qualities.

Apparently, friction and heat generated by the user while they are sitting trigger the ingredients to speed up the process of eradicating fatty deposits and firming the skin. The product also

By Amy Oliver

claims to help reduce puffiness and improve skin elasticity.

Boots and Harvey Nichols both stock the 200ml tube, which costs £14, and say it has been flying off the shelves. Boots has sold 50 per cent of its predicted stock for the year in the past six weeks.

Marcia Kllgore, of Soap & Glory, said: 'Never before has a lower body firming product targeted the particular occasion during which a woman will experience the highest cellulite anxiety - sitting down all day worrying about her bum getting bigger.'

But dermatology expert Dr Patrick Bowler, medical director of Court House Clinics, said: 'Cellulite is very difficult to treat and this product offers nothing new in terms of ingredients.'

