



PRESS RELEASE

New Breakthrough Arm Shaping Technology Cures ‘Granny’ Arms Forever!

Sorry granny, we love you... we just don't want your arms.

Long a problem area for women — the female arm has come back into media focus. Thanks in large part to the First Lady and her highly toned arms... women are more aware than ever how they look in a sleeveless top.

Enter the Arm Shaper from **DFX SPORTS & FITNESS** — the company known for its ingenious little exercise gyros that make working out fun and effective. The secret of the Arm Shaper is dynamic resistance, which happens the second the colorful Arm Shaper's gyro is engaged.

The user simply starts the Arm Shaper either by hand, or with a convenient docking station, and then keeps the gyro spinning with easy right to left hand movements — much like turning a door knob. There are a variety of exercise movements you can perform with The Arm Shaper, each one targeting a different area of your arm.

The Arm Shaper is especially effective on those difficult-to-train areas, such as your lower arm.

The Arm Shaper is so small it fits in your purse. That means you can use Arm Shaper anywhere you happen to be. Sitting at your desk... watching TV... on the phone. And it's so fast, fun and easy, it really doesn't feel like a rigorous arm workout... but it is! What could be easier?

So, stop feeling embarrassed about your arms... and start wearing the sleeveless outfits and tank-tops you used to love! The Arm Shaper will give you beautifully toned arms without going to the gym or lifting weights!

For more information on the ArmShaper, contact us at 800-480-8084 or go to www.mydfx.com.

