



**Sunday Telegraph
(Sydney)**

Sunday 18/07/2021

Page: 1
Section: Body and Soul
Region: Sydney, AU
Circulation: 378449
Type: Capital City Daily
Size: 2,567.00 sq.cms.



slice
CUT STRAIGHT TO YOUR NEWS

press clip

JULY 18, 2021

Body + Soul

HELP!
My kids won't sleep in their own beds

DOES MY BUM LOOK BIG ENOUGH IN THIS?

SIX WAYS TO GET ON WITH PEOPLE YOU DON'T LIKE

5 TIPS TO UP YOUR PROTEIN WITHOUT EATING MEAT

Feeling 'blah'?
There's a word for that...

+

THE GENDER PRONOUNS DEBATE WHERE DO YOU STAND?

THE Sunday Telegraph



Sunday Telegraph
(Sydney)

Sunday 18/07/2021

Page: 1
Section: Body and Soul
Region: Sydney, AU
Circulation: 378449
Type: Capital City Daily
Size: 2,567.00 sq.cms.



slice
CUT STRAIGHT TO YOUR NEWS

press clip

cover

“IT USED TO BE ALL ABOUT GETTING SKINNY – BUT THAT’S CHANGED”

Model and entrepreneur Tammy Hembrow, 27, is more than happy to talk about her shapely bottom – after all, she’s built an entire business around it. Here, the Australian fitness guru talks to *Body+Soul* about the rising popularity of a well-rounded bum, how she deals with detractors and why she posts imperfect pictures. And, once and for all, she answers the often-asked question: Is your butt really real?

PHOTOGRAPHY **TREVOR KING**
STYLING **IRENE TSOLAKAS**
STORY **ADRIENNE TAM**

OK, you get asked this all the time, so let’s put an end to the speculation here and now with a definitive answer: Is your butt real? It’s 100 per cent real. A hundred per cent! [Laughs]. It’s all natural.

You’ve undergone a transformation over the years, not only to your shapely bottom but to your entire body. How and why did this transformation come about? I’ve been training for years and years, but it was really when I switched from doing a lot of cardio and not eating enough, to doing the heavy lifting and weights and eating – I eat so, so much now – that I started seeing the big changes and big results. You need to be fuelling your muscles and your body in order to build and change and transform. Overall, getting fit and healthy was the first thing on my mind. I started

meditating. I started doing yoga. I started going to the gym. I started learning more about nutrition and what I should be putting into my body. That’s what my main focus was at the beginning. And then I started noticing the changes in my body and I realised, oh, I can actually train to what pleases me aesthetically as well. **It seems to be a common refrain that “squats give you a good behind...”** Honestly, I don’t do squats that much anymore. I know it’s the typical exercise, but for me there are so many different ones you can do that are just as great. Squats are a really great exercise in general. But I like to do really targeted, specific glute exercises. Probably my absolute favourite is hip thrusts.



6 Body+Soul



Sunday Telegraph (Sydney)

Sunday 18/07/2021

Page: 1
Section: Body and Soul
Region: Sydney, AU
Circulation: 378449
Type: Capital City Daily
Size: 2,567.00 sq.cms.



slice

CUT STRAIGHT TO YOUR NEWS

press clip

Over the past year, the question “How much is a BBL [Brazilian butt lift]?” has skyrocketed online by 4700 per cent, according to a Semrush survey, and there’s been a 600 per cent increase in people asking “What do butt implants feel like?” The common lament used to be “Does my bum look big in this?” Now it seems to be “Does my bum look big enough in this?” [Laughs] That’s exactly right. Fitness and working out – they’re such huge things right now. I think that once people start seeing others work out and start doing it themselves, they automatically start building muscle and becoming more toned. And I think a lot of people like that more and more now. It’s about getting fit and healthy, and that comes along with building muscle and that kind of thing, rather than how it used to be just all about getting skinny. I feel it’s all changed.

It’s been 30 years since US rapper Sir Mix-a-Lot released the song ‘Baby Got Back’ and the lyrics “I like big butts and I cannot lie” became something of a global catchcry. In spite of that, have you ever felt insecure about your butt, or been teased about it? Yeah, I still get comments from people all the time saying, “Oh, you’re too muscular” or “Your butt is too big – nobody likes that” stuff like that. But, honestly, I don’t let it faze me anymore because it’s not about what anyone else likes. It’s about what I like. I used to do a lot of running and stuff when I was younger. So I had quite muscular legs already, like my quads and stuff. I used to get made fun of for that – for having athletic-looking legs. That definitely was an insecurity, but now I absolutely love it.

Many people credit the Kardashians with “inventing” the big-butt phenomenon but if we look back to the late 1990s and early noughties, it was people like Jennifer Lopez and Beyoncé Knowles who were really at the forefront of the behind, so to speak. Oh yeah, for sure. And I’d hope that I do the same for women, too. You know, my body fluctuates – it’s not always its best shape ever. I’ll post photos of myself at the beach in a bikini and you can see a little bit of cellulite and stuff. And girls are always commenting on my Instagram, saying “Thank you for showing your real body.” I want to show that everybody’s body, however it is, is perfect.

Is that particularly important as a mother of two young children [Hembrow has son Wolf, 6, and daughter Saskia, 4, with her



BUTTS FOR SALE

THE BRAZILIAN BUTT LIFT

This procedure uses your own fat to sculpt and add volume and is performed under general anaesthetic. The surgeon contours the area via liposuction, as well as harvesting high-quality fat from areas like the back, stomach or thighs. The fat is then processed and purified, and re-injected into multiple layers of the butt. As the fat settles, it creates a round, firm and naturally fuller shape.

The Brazilian Butt Lift, from \$9917, cosmeticavenue.com.au

THE NON-INVASIVE SCULPT

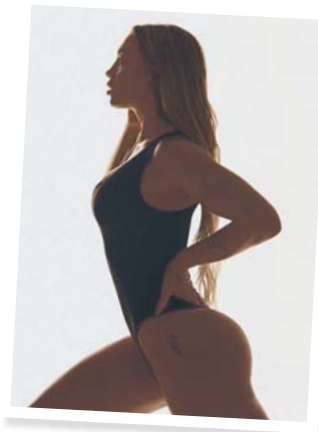
EmSculpt NEO is a two-in-one non-surgical sculpting treatment that combines radio-frequency and high-intensity-electromagnetic energies to reduce fat and build muscle simultaneously.

EmSculpt NEO, from \$4000 for a course of four treatments, platinumdermatology.com.au

THE PADDED SHAPEWEAR

For those looking for a less-than-permanent option, there’s padding. Insert the “booty boosters” into shapewear to focus on your bum, adding volume and perkiness.

B Free Va-Va-Voom Hourglass Hip/Booty Shaper Set, \$199.95, theiconic.com.au



TAMMY WEARS (this page) Zara bodysuit, zara.com/au; her own jewellery (worn throughout); (below) Sir. bodysuit, sirthelabel.com; (opposite) Effie Kats top, effiekats.com; Sir. briefs, as before



“GIRLS ARE ALWAYS COMMENTING ON MY INSTAGRAM, SAYING ‘THANK YOU FOR SHOWING YOUR REAL BODY.’ I WANT TO SHOW THAT EVERYBODY’S BODY, HOWEVER IT IS, IS PERFECT”

ex-partner Reece Hawkins]? I’m always trying to teach my kids good values and that it’s what they think that matters. There are always going to be bullies, and unfortunately social media makes it easy for trolls to sit behind a computer and say whatever they want. But I just try to instil in them that you’re in charge of your own life.

You’ve turned big butts into big business with your fitness app and clothing lines. What do you credit your success with?

When I was younger, I started reading a lot of success books – like manifestation books and self-help books. And I honestly just started believing that I was going to be really successful; I truly believed it in my heart. I feel like part of that is the reason for where I am today.

We live in a cyclical world – what goes around comes around. Do you think that curves and big bottoms will one day go out of fashion? You know what, I don’t think so. I feel like everyone is all about inclusivity and acceptance. You see all the hottest models now are different and diverse. It’s about celebrating everyone more. I think there will always be the skinny, typical runway models who wear those certain clothes. But I just think that’s old news now – and I don’t think it will come back in a big way. No pun intended! ●

Skin care for your derrière

+ FreezeFrame Brazilian Butt Lift, \$69, freeze-frame.com.au

This topical product is said to increase lipogenesis and fat storage to help reverse flattening, re-contour, and boost volume and lift. Massage into the upper cheeks using circular, upwards motions, twice daily.

+ FrankBody Booty Drops Firming Oil, \$17.95, frankbody.com/au

Formulated with caffeine, carrot-root extract, guarana, grapeseed and jojoba, this oil helps to soften, smooth, hydrate and tone skin.

+ Bawdy Shake It Firming & Illuminating Butt Mask, \$13, mecca.com.au

A sheet mask for your butt, this contains plant-based collagen and botanical antioxidants for a smoother, tauter derrière.

+ Sol De Janeiro Brazilian Bum Bum Cream, \$30, mecca.com.au

The original bum cream, this body butter is loaded with caffeine and guarana to help stimulate circulation, restore skin elasticity, and keep your skin looking tight and supple.

HAIR: TREVOR MARSDEN USING ORMI, DAVIDE & KIVI HAIR EXTENSIONS. MAKE-UP: KENIA TOFFANELLO USING MECCA COSMETICA

LE0120185