CLAIMS

1. A non-therapeutic non-shivering cryothermogenesis method for locally reducing adipose tissue of a subject's body without lipid-rich cell disruption, the non-shivering cryothermogenesis being defined as a cold-induced increase in heat production not associated with a muscle activity of shivering, said method comprising:
   (a) applying at least one applicator of a cooling means to the subject's skin to a region wherein subcutaneous adipocytes tissue is white adipose tissue (WAT) or contains beigeing or browning adipocytes which refers to white adipocytes transformation into brown adipocytes by cold ; and
   (b) applying at least one additional applicator of said cooling means to a local region wherein adipose tissue reduction is desired, if said local region differs from the one defined in step (a); and
   (c) said applicator of said cooling means maintaining skin superficial temperature between 4°C and 12°C, preferentially between 6°C and 10°C, more preferentially about 8°C; and
   (d) applying said applicators for a total period of time comprised between 20 and 60 min, preferentially between 30 and 50 min, more preferentially about 40 minutes.

2. The method of claim 1, wherein said applicator applies a temperature comprised between –15°C to 5°C, preferentially -12°C to 0°C, more preferentially -9°C to -3°C.

3. The method of claim 1 or 2, wherein said time periods of step d) is divided in two or three subperiods, preferentially three subperiods, each of said subperiod during between 10 and 20 minutes.

4. The method of claim 3, wherein said three subperiods consist in:
   i. applying a temperature of -10°C during 10 minutes; and
   ii. applying a temperature of -8°C during 10 minutes; and
   iii. applying a temperature of -7°C during 20 minutes.

5. The method of any one of claims 1 to 4, wherein said local region is preferentially selected from the stomach, love handles, inner thighs, inner knees, butt, inner arms, chin, breast area, back and neck.

6. The method of any one of claims 1 to 4, wherein at least 2 applicators are applied to said subject's skin, preferentially 5 to 14, more preferentially 8 to 12.

7. A cryothermogenesis method for reducing adipose tissue of a subject's body, comprising the step of:
   (a) firstly applying the method of any one of claims 1 to 6 to the back of the subject from the neck to the lower back or pelvis; and then

(b) secondly applying the method of any one of claims 1 to 6 to the front of the subject from the neck to the lower back or pelvis.

8. A cryothermogenesis method for locally reducing adipose tissue of subject's body, comprising repeating the method according to any of claims 1 to 6 to the subject's skin a plurality of times until the desired reduction in adipose tissue at a local region has been achieved, said reduction in adipose tissue being determined by measuring the thickness of the skin at the local region with an adipometer or by measuring circumference of the treated body part of the subject, wherein said application can be repeated as soon as said adipose tissue recover their temperature of prior said step (a) or (b).

9. The method of claim 7, wherein said plurality of times are spaced of 1 hour time intervals, 12 hour time intervals or 1 day time interval, preferentially 1 day time interval.

10. The method of any one of claims 1 to 4 and 6, wherein said applicators of said cooling mean cover between 30% and 70%, preferentially between 40% and 55% of the back or the front of the subject upper body.

11. The method of any one of claims 1 to 4 and 6, wherein said applicators of said cooling mean cover between 19% and 33.5%, preferentially between 22.5% and 30% of the back of the subject.

12. The method of any one of claims 1 to 4 and 6, wherein said applicators of said cooling mean cover between 14% and 31.5%, preferentially between 17.5% and 25% of the front of the subject.