

Pakistan's First Professional Beauty Magazine

# aesthetic LIFE

Issue 1 | Mar 2011



INSIDER SECRETS  
TO GETTING A  
PERFECT BUTT

THE TRUTH ABOUT  
FACE LIFTING

# THE FABULOUS FAZEELA

AESTHETIC LIFE TALKS TO THE STUNNING DR. FAZEELA

BONUS: THE SECRETS TO GET DESIGNER SMILE | EXCLUSIVE FIRST EDITION







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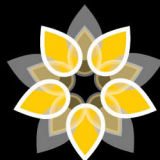
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GHAZANFAR RAUF - CHIEF EXECUTIVE

## G says...

I cannot believe it! After knocking the doors of leading magazines in Pakistan for a few years, all except one gave me a heads up. FAQ was the shining light amidst all the dark dwellers by allowing publishing an article in the magazine on cosmetic procedures. It started with a two-page write up, followed by 6-pages, and now this, a full blown Aesthetic Life magazine. It will have practically everything in the aesthetic domain, new products, cosmetic procedures and for that the credible people involved in this project so that you are not taken for a ruthless ride. For example 'the lasers' which some monkeys say cause cancer, yeah rite, 'because you don't have it doc!'. Take this magazine as your take on everything cosmetic, from retail over the counter stuff, to prescribed cosmeceutical by

dermatologists, smile makeovers which most people forget cause they only work on their skin, cosmetic surgery, and of course, makeup, salon skin treatments, and hair care. I want to give you a complete mix. Everything will make sense, every article will solve the query that pops in your head every now & then, every recommendation will reconcile the realm of redeeming rejuvenation of mind, body and soul.

This will be your cosmetic guide, researched by yours truly, edited by the best in this business, and laid out by FAQ's super design team headed by Yasir Saeed. Apart from that the magazine will contain; good looking people, talented brains, beauticians, credible professionals, doctors, beauty events, celebs, ads but no washing

machines and soap, and a limited social section, in case you are missing the GT faces. I like good watches and cars, so they are in. Fashion shoots don't add up to our criteria. Weddings will not be covered, and so would the photographer's friend's wife's sister birthday.

So here we go. It will be a roller coaster ride, on untested terrain so bear with me even if the first few issues are not that sharp. The magazine will also be on the net, and have Facebook presence in case you live abroad and want to get an electronic copy. Fingers crossed, here we come. ●





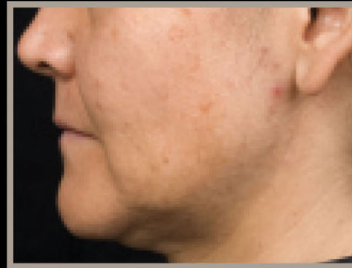
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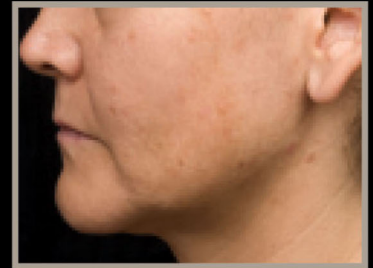
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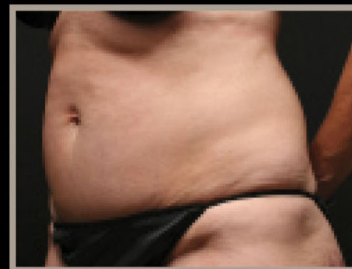


BEFORE THERMAGE

Treatment by Ivan Rosales, MD

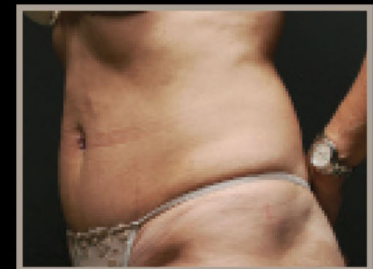


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BEFORE THERMAGE

Treatment by Bill Johnson, MD



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# EDITORIAL TEAM

▶ The concept and idea of the AestheticLife magazine is unique. In today's times when cosmetic procedures are much talked about among people and on TV shows, a magazine like this with updates, new procedures, people focus will prove to be a guide to the general audience. It is a first magazine of its kind in Pakistan and I wish the management of AestheticLife all success and best wishes for the future.



**DR. AFZAL LODHI**  
Dermatologist

▶ I am happy to be part of the editorial team of AestheticLife magazine which aims to educate people on the latest lasers, cosmetic dermatology procedures, and products that we use in our daily practice. People should know more about the equipment that is used in a procedure that they want to get done, and some of the articles here aim to do exactly that. Though a lot of information is available on the internet, it does fail to inform what is available in Pakistan.



**DR. TASNEEM NAKHODA**  
Dermatologist

▶ The magazine is a great idea and it will prove to be an excellent reading guide for many people. In Lahore, people are not aware of the latest lasers that are in my clinic, and it requires a comprehensive explanation to them which is not always possible due to time limitation. With such a magazine, it will create awareness and is a step in the right direction. I encourage my patients to take a copy of this magazine and read about what is available in Pakistan.



**DR. HAROON NABI**  
Dermatologist

▶ Plastic surgery is not a big field in Pakistan compared to the neighbouring countries in India, Dubai, Bangkok, Singapore, etc. Unfortunately, there have been mishaps by untrained doctors which gave a bad name to plastic surgery. With a magazine like AestheticLife, it will point out the right individuals who are trained and qualified to do a certain procedure. Every plastic surgeon has a speciality, which I believe will be highlighted so that patients can benefit in the best possible way.



**DR. MABROOR BHATTI**  
Plastic Surgeon

▶ AestheticLife has been involved with products in the field of dermatology, plastic surgery, dental, beauty and wellness and I have seen the company grow since the year 2003. The magazine is an excellent idea on the lines of professional beauty magazine in UK/USA and the quality is of international standard. I am sure it will highlight trained doctors and beauty experts and will be an important guide for people seeking cosmetic procedures.



**DR. HUMAYUN MOHMAND**  
Plastic Surgeon

▶ Cosmetic dentistry is not fully understood by patients in general. Though most people will rush to a dental clinic in pain, smile correction, teeth whitening, braces, removal of gum pigment, even Botox procedures are done by dentists these days. This magazine will hopefully help in educating people on the scope of a dentist's work and thus promote the cosmetic procedures involved. I believe in quality products and delivering a perfect 10 to my patients.



**DR. MUZAFFAR QURESHI**  
Dental Surgeon

▶ It is a fresh approach to combine all the cosmetic and beauty procedures in a single magazine and laying down roles of each individual. It is good to note that new people are highlighted who have proper training and credentials. Such a magazine will help people make a good choice of the professional and the product to be used by them. I trust it will be a good read every time and feel good to be part of the editorial board.



**NINA LOTIA**  
Hair Expert

▶ The Spa culture is not completely understood by many in Pakistan. It will take time for people to realize that the definition of Spa is not restricted to Massage only, rather a holistic approach. From aromatherapy, vichy showers, moroccan baths to facials and body treatments, the Spa is a relaxing experience for mind and body. The AestheticLife magazine has a Spa section which is good news for my clients since it will highlight new products and stuff.



**SHAHLA IJAZ**  
Spa Consultant

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# As Seen on Tv...



As you switch cable channels, there seem to be endless programming thrown at you thanks to a string of morning shows each trying to get viewership of the average housewife. I skim through all the channels every morning in order to know exactly what some of show guests or 'regulars' had to say to the box. It is sad to see doctors and beauty experts trying to sell you and me a product or procedure which is marketed by some company 99% of the time. 'There is no free lunch'. This means that everybody makes money in this chain, from companies selling a product, to the guests who get clients or patients after they have gone to a particular show, and the TV channel for allowing that name to be taken on air. This happens everywhere including the West, but I have resentment towards those who would just do it for the money, or cheat people by not prescribing or using quality stuff. It's a shame indeed.

Just to give you an example, a Chinese hair removal device costs 1/10th of a renowned US device, yet doctors do not charge patients 1/10th of the procedure price done by a good system. I agree that everybody cannot afford an expensive machine, but not charging a fair price is unethical. Similarly, a good facial or hair treatment product is expensive, yet a lot of salons refill their bottles with very low quality and low priced product, charging their clients loads of money. This is unfair, and I would keep pointing this out, explaining ways how you can be the smart one to escape from this scam.

Television channels invite guests, who are popular figures, but more so due to respective PR's with show producers. 'You scratch my back, and I will do yours' primarily dominates in most

places of our beloved country which may be referred to favoritism or nepotism. Unfortunately, it is the same with TV channels. So many times, some clown with rolled up sleeves would tell you point blankly to go to the kitchen and spat anything from the fridge onto your face and you will be alright. I wonder why companies pay millions in research if they knew yogurt, lemon juice, and soya sauce could lead to better skin, or stop hair loss. It is such a pity that the average TV watcher does not know that they are being taken for a ride. It is only after they have tried all the vegetables and fruits on their face that the light shines on them at which time the doctor is no more interested in you, and in walks a new patient. Alas, the population is big enough to get enough innately innocent people, not see them again, and still practice 50 years with newer patients. I find it close to illicit when show producers invite such people on the show either intentionally or unintentionally to take advantage of the common person.

Then there are the good 'guys', TV channels, doctors and beauticians who earn every penny 'halal', not even once compromising on their ability to deliver. I salute these people, and I feel it is my duty to highlight them. So, the next time you see or hear someone selling you something, go to the internet and read about it. If I can answer any of your questions, feel free to write to me. ●

CHEERS!

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## SIGNIFICANCE OF SPA



The Spa culture in Pakistan has yet to arrive. Apart from a few places where one can actually get a Spa feel, the rest are simply Salons with a 'Spa' added on their stationary. Spa business is tricky, and I salute those who pulled it off here in Pakistan. Top locations are Beyond Bliss (Khi), Oxygen Spa (Khi), The Wellness & Rejuvenation Clinic (Lhr), Sunuba Spa (Lhr), Sukh Chain (Lhr), Nirwana (Isd).

The true spirit of Spa is seen in the Far East where it originally originated. Massage, aromatherapy, hot stones treatments, Vichy showers, hydro therapy, facials, body wraps, reflexology, are popular menu listings at a Spa. The terms 'exotic' and 'tranquility' are common words which are associated with a Spa. The settings one usually finds is very high end decor, whites, pales, and ethnic color tones to lush greens and blue depending on the location of the Spa. There are spa's in 5 star hotels, on

board a cruise ship, at a safari, on an island, and at airports.

The more recent phenomena 'Med Spa' is basically the medical cosmetic procedures offered to clients in a 'Spa' environment. So people looking for a Restylane treatment would like to get it done in a relaxed environment with music, water flowing, aroma, and pleasing colors on the walls rather than in a crowded clinic setting. People do not want to be seen when getting procedures done. The concept of 'no waiting' gives high value to a certain treatment, and preserves privacy. Leading Spa brands that one can find here in Pakistan are Thalgo & Elemis. ●





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# liquid face lift



This is not science fiction, but a 30-minute reality at some leading doctor's clinics these days. 9 out of 10 patients will not opt for surgery; what choice are people left with? Hi-frequency or micro current treatments like CACI, or endermology by LPG/VelaShape at a salon or Spa. But if you want to really change your face, read on.

While most people are scared of injections, Dr. Fazeela & Dr. Lodhi got rid of people's fear with their recent TV presence on Dr. Shaista Wahidi's morning show on Geo. Though, people were skeptical to get the procedure done earlier, it was surprising to hear people say, 'it doesn't look that bad' when they saw the duo inject fillers and Botox on normal people. When a person visits a dermatologist or a plastic surgeon, a typical question asked by the doctor is, 'what do you not like about your face?' There could be many areas which can be fixed, nasalabial or laugh lines, 'unhappy smile', chin, tip of the nose and bridge, fine lines around the eyes, jawline, eye brows, wrinkles on the forehead, etc. Lets go over each of these briefly in the next course of the article.

Liquid face lift or sculpting is a combination of Botox and fillers each occupying a unique space and application. A botulinum toxin commonly referred

to as Botox, and another brand Neuronox both available in Pakistan, will get rid of any wrinkles that are caused using facial muscles. Botox works to relax the muscles that cause wrinkles, but just for 4 months, not permanently. While it would rid the wrinkles on the forehead, around the eyes, there is a new indication of injecting it in the jaw area to get a slimmer face. This procedure should be done by an expert physician only. The results will be seen in the next 48 – 72 hours for the Botox to take effect.

Next come the fillers, which are different kinds depending where it is being used on the face and body and gives instant volumizing effect. For example, if there are any static wrinkles, a Restylane filler will do the job well. If the wrinkle is deep, your physician's choice should be Perlane, while if cheek contouring is required, Sub Q is ideal. Then there is hydrating fillers like Vital which can be used on the face, neck, and hands to give a smoother and younger look. Fillers are very common these days and some come with Lidocaine (anesthesia) pre-loaded to minimize the pain. There might be some bruising, redness in some cases, but a good injector will do a sharp finish. The procedure takes about 5-10 minutes and the most commonly used Hylauronic acid (HA) fillers last 8-12 months. Filling

the cheek area to create high cheek bones, is a procedure gaining popularity, and so is the lip pumping. A good defined upper lip will transform your smile, and give you that fuller lips look. A company used 'kissable lips' in their marketing materials showing really nice contoured and full lips. Some doctors use long term fillers like Aquamid as well, but unlike HA fillers which can be dissolved using Hylauronadase, these do not have an antidote, so only get it done by a very experienced user and only if you are a habitual filler customer as it will stay in place for a good 2-3 years.

Macrolane is the first body filler (HA) to hit the market with good worldwide acceptance. This can be injected into the breast, male chest, calves, buttocks, and also into liposuction defects. A person's normal body fat is a low cost option, but it requires a surgically administered withdrawal first. Macrolane is safe, lasts 12 months, and the procedure can be done in a clinic setting.

Remember to get your before and after photograph taken, because that is the only way you will remember how you looked earlier. ●

Safe injecting!







# THE DYNAMIC & immaculately beautiful

DR. FAZEELA ABBASI

If looks could cure, then it was simple, but traveling practically every month to get trained on the latest cosmetic procedure or updating to the cutting edge laser technology is what Dr. Fazeela likes doing mostly. The elegant and beautiful Dr. Fazeela completed her degree in Dermatology from St John's University in London. Nobody knew her then, but today everyone swears by her. She was the top of the class throughout her academic career, securing 1st position in the pre-medical Fsc exams by breaking all previous records. She got various gold medals and distinctions at medical school. After completing residency from Saint Johns Institute, London with flying colors, a doctorate in medicine is another academic endeavor that she has achieved. Now practicing medicine, that has always been a heart compelled passion for her she never gets exhausted in harnessing utmost energy to it. Dr. Fazeela is the the first one who has injected filler or botox on prime time television. The concept of introducing different aspects of aesthetic dermatology like lasers, botox, liquid face sculpting has always been an intense desire lying dormant inside her as no channel or program thought that the audience were ready for this kind of an exposure. She discussed it with Dr. Shaista but as long as they were on Ary, nothing could get materialized. When the Geo Morning show started, that idea turned in to a reality and for that the credit goes to Dr. Shaista Wahidi. She took a bold step and gave the audience something new and interesting to watch and to learn.

"It in fact becomes a source of invigoration and inspiration, giving the dauntless determination to do even what is perceived impossible and to dwarf all the crises."

This program will be dealing with all aspects of aesthetic dermatology and as dermatology is one field of medicine that has grown exponentially and is dramatically expanding. So the food for thought and discussion will be in copious amounts. Being the brand ambassador dermatologist for the world renowned brand POND'S Dr. Fazeela got a chance to work in close collaboration with the POND'S scientists in developing the anti aging retinol based cream. For that she also visited their laboratory based in Shanghai and had an intensive interaction and discussions with their scientists. It led to an anti aging cream which became Pakistan's no 1 antiaging selling product in 2010. For that she held press conferences



and did workshops to create awareness about the new anti aging ingredient used in the cream which is retinol. This word when used for the first time was alien to most of the people but over the span of one year it caught every body's attention.

The President of Pakistan appointed Dr. Fazeela as an advisor/consultant in March 2009 for the DG Health Projects. Her basic task is to strengthen the health system. It includes policy making as well as infra structure building. Seeing this in a more holistic way means to help trickle down the effect to masses more efficiently and giving an inordinate reach to people at large. Giving an enormous push to the socio-economic uplift of the country by helping to chalk out a comprehensive health strategy.

She held discussions with the national programme managers of all the vertical programmes, to understand the programmes functioning, transparency issues, monitoring and surveillance. It is important for strengthening the health system, modifying the system or revamping it as a whole.

She went to Chakwal to visit the rural health centre and the female health worker's house, which is a hub for local health activities. She mingled with the local ladies and figured out that they are an army of 100,000 soldiers equipped with the power to help trickle down the effects of the national health policy and all vertical programmes to the general population. They do it with an approach of pragmatism, which fascinated her. However, with the strong political support that the late Benazir Bhutto enjoyed and her firm belief in the power of women and community ownership, the programme has persevered. Despite all constraints and challenges, the programme has proved its worth and now it is considered a flagship programme at the global front.

Dr. Fazeela talked on various policy-making issues with the national coordinators as well as the national trainers. She assured them of timely made decisions, which would be followed by solutions for the primary health system at national level.

Dr. Fazeela has always thought about branching out her clinics in other cities

but somehow it never materialized and that is because of the work load in the Islamabad clinic. But she is thinking of expanding her work after some time. Dr. Fazeela presented a paper at the prestigious EADV meeting in Sweden recently. She is involved in a lot of research projects related to the pathological side of dermatology as well as aesthetic side. The pathological side means skin diseases. Her thesis written on Cutaneous leishmaniasis is recognized by University of London.

The aesthetic side of her work means lasers. Her clinical paper written on the use of erbium yag laser in fractional & ablative mode in removing acne marks & scars in Asian skin types 4 & 5 along with subcision was selected in European Academy of dermatology held in Gothenberg, Sweden in Oct 2010. It won accolades and now she is invited to the upcoming World Dermatology Congress which will be held in Seoul, Korea in May 2011. She is a member of the LAHA academy which is the world renowned Laser and Health Academy.

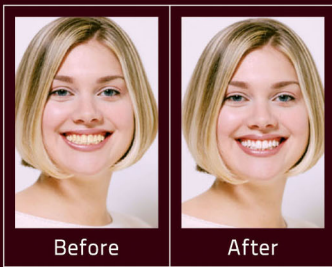
She is a member of European Society of Aesthetic & Cosmetic dermatology and also the British Cosmetic Dermatology Group. Dr. Fazeela is quite open about discussing what she has done on her face with her patients and on TV. She believes that appreciation of beauty and to look good is an inherent human trait. There is nothing wrong in pursuing the desire to look scrumptious. She feels okay to explore the frontiers of vanity with fearlessness. The creation of the human soul and orchestration of its genetic

makeup has in itself beauty of its kind. ●



"It is good to be brand conscious but avoid being a brand victim. Be yourself and wear what you can carry with grace and elegance."





## PORCELAIN VENEERS

If your smile is showing too much gum, the dentist can fix it. There should be some gum visible for a picture perfect smile. Porcelain veneers are basically very thin teeth caps that can bring about a drastic change in your smile. Orthodontic procedure or commonly named 'braces' will align your teeth, but do get this done by an Orthodontic dentist and not from anyone. Nowadays, braces can be inserted on the inside of the teeth, though expensive and only available with a select few doctors, now you can do away with the shiny metallic wires showing for 2-3 years. Whenever choosing a dentist, look at his or her credentials. Start reading what an oral surgeon does, work of a prosthodontist, orthodontist and a maxillo facial surgeon, all from the dental fraternity.

## DENTAL IMPLANTS

Many still fear dental implants. Though dentists have been doing implants since year 2000, it is still a fairly recent phenomenon. Lost teeth were once fixed using a 'bridge' or which meant sacrificing two teeth on the sides. Remember your grand parents putting their full teeth arch in a glass of water at night? Well, now dental implants let you a permanent solution. For an implant treatment to take place, there should be bone available in that area in the patients mouth. There are various bone materials available from synthetically formulated ones to real human bones processed to the level that it is ok to use it by anyone. There are some good implants available and some very low quality ones. Though, it is the dentist who would recommend which brand to use, ask for quality implants like BioHorizons (USA), Zimmer (USA), and Straumann (Swiss). The rest are mostly Korean.

# DESIGNER SMILES

## PERFECT SMILE IS NOT A DREAM ANYMORE



Just as a designer would craft clothes for you, a dentist will not only deliver results which are functional, but beautiful as well. It is important that whatever procedure is done should look natural, and undetectable. Back in the yester years people used to visit their dentist only when they experienced pain now your dentist can do wonders, from simple teeth whitening, to veneers, and fixing the gummy smile. Gone are the days when a typical dental clinic buzzed of the drill, smelled that 'yucky odour', and appeared in shambles. The 'new' dentists are young, neat, offering state of the art technology, follow up on phone calls so know how you feel, and going the extra mile to deliver promising results.

I took my daughter to a leading orthodontist in town, and she complained that the clinic looked out of stone age, the chair's leather didn't seem to have changed since grandma years, and the technicians had bad breath. Now that's some observation and I don't blame her. A dentist clinic is a direct reflection of their work. Unfortunately, the big names do not care

one bit due to their years of patient counseling, and experience. No doubt, level of expertise is priority, but there is no harm in updating the settings. Through this magazine, you will find some pretty decent and well educated dentists capable of doing an excellent job at your smile.

When I went to a few dentists in Pakistan and asked them about teeth whitening, here's what they said; 'We don't promote it, if someone asks, we give it to them', and 'We make more money doing other procedures in the same time, so why bother'. And I told them; 'do you know that teeth whitening procedure grew by over 300% in the US in the last 2 years? My next question was what they used for teeth whitening. Again, it was shocking to see the top clinics using the lowest possible priced whitening products. It is quite recent that procedures like BriteSmile have hit the dentist clinic's which promise far superior results than the average whitening kit. There is a difference between chair side whitening and home trays, it is the intensity and the results which are different.







# Perfect Butt

If you have heard about the Brazilian butt lifts, you are probably part of the 0.1% of the population. This is because plastic surgeons in Pakistan are not doing or promoting this procedure. Probably, because we wear an attire which mostly covers the curves, yet everybody wants to have a perfect butt.





○ As we age, the skin on the buttocks can lose collagen, and begin to sag. Moreover, fat starts to store in this area, and around the inner thighs. The appearance of cellulite or 'dimples' on the butt cheeks also become visible with age. Well now you have help on the way. Apart from surgery, Aesthetic clinics use a device called LPG, VelaShape, or Smooth Shapes to contour body including the buttocks. If you have a big butt, it is usually due to body fat, which can be removed by squat exercise, liposuction, or a butt lift procedure. Plastic surgeons can also add fat from your body and inject it in a saggy butt. Implants can be used for more aggressive results by patients to give volume, shape and definition. However, fat or Macrolane, a Hylauronic acid based filler can do a better job at giving you just the right shape and size.

Liposuction by Vaser (see [vaser.com](http://vaser.com)) is a good way to slim a butt. It is a gentle way of doing liposuction, called liposelection which selectively targets fat cells while doing little damage to the nerves and blood vessels. Vaser uses an ultrasound technology which is 'soft' on the skin that breaks the fat cells which are then sucked out by the use of a cannula.

Another device that can tighten skin on the butt is Thermage that uses radiofrequency heat. This will only work well on patients who require minor lifting, while others should consider the surgical option.

The results are not long term, and it should be repeated every year to maintain it. ●

The buttocks can lose collagen just like that...

VelaShape™ | VASER® LIPO





Breakthrough Marine Technology With High-Tech Ingredients



The Power of the Sea...  
...In the Palm of Your Hand

### Trust the expertise of Thalgo

- Enter the world of professional facial treatments from Thalgo
- All products are natural with rare qualities
- The therapeutic and cosmetological action is remarkable
- The fine quality of the powder enhances skin penetration
- Latest treatments designed specifically for salons and spas

**Re-discover All the Treasures of Marine Skincare  
and Change the Destiny of Your Skin...with Thalgo**

#### Top Thalgo Locations:

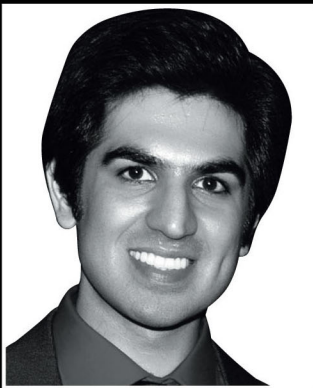
**Karachi:** Alle' Nora 35824164 - Aliya Farooq's 34520144 - Aura Salon 34209431 - Beyond Bliss 35347676  
Blue Water Spa 35820888 - Blue Rain 0323 2778330 - Blu Water Spa 35304523/4 - Cister's Beauty Saloon  
35686012 - Face Beauty Saloon 35865536/9 - High Style Mantra 35242671 - Tariq Amin 35836488  
**Lahore:** Sanuba Spa & Rejuvenation Centre 35785525 Nina G 35692512 Glo Salon & Studio 0300 4564561  
Pretty Woman 35753386 **Islamabad:** Depilex 2851647

**THALGO** Laboratories have acquired unique expertise in harnessing the effectiveness of marine active ingredients. By drawing on the remarkable potential of algae and focusing on natural ingredients that are most adapted to the human body, **THALGO** is able to offer effective and safe products with exceptional skin tolerance.





# PEOPLE FOCUS



Choosing a qualified doctor or a beauty expert for a cosmetic treatment is not easy. There are those who are already well known, it does not matter what degree or qualification that individual holds. Such persons have a huge following, and thus limited time for a consultation. Then there are those who are immensely qualified, mostly recently graduated or returned from US/UK, and waiting to be recognized. Offcourse, there is no substitute for experience which is an asset in diagnosis and treatment, however the idea of getting updated on the latest science, technology, or trend every year by attending conferences, workshops abroad is crucial. AestheticLife recommends the 'ideal' professional to you, thoroughly researched, and investigated on credentials, referral or personal experience. The following pages feature one person from each category in dermatology, plastic surgery, dental, beauty, Spa and wellness. Before you proceed, there are a few factors which you should consider in order to choose the appropriate place.

## COST

It depends how much can you afford to pay. A simple root canal could cost between Rs 3000 to Rs 15,000 depending on where and with whom do you plan on getting it done. Same with teeth whitening, hair removal, skin tightening, etc. Area of the clinic also determines cost since rental costs are different.

## EQUIPMENT

A good treatment requires quality products and equipments. A hair removal system costs between \$ 5000 to \$ 75,000 so naturally cost will differ between two places. What you need to find out is what is the type of equipment being used on you.

## CREDENTIALS

The degree, training, and affiliations are an important factor in choosing a place. Here again, look for authentic certificates, not just any nicely framed workshop certificate. Start noticing degrees like FCPS, FRCS, Diplomate, DDS, etc.

## PLACE

Cleanliness is mandatory. A lot of infections are spread if the place is not clean or sterilized. Look for new sterilized packs of instruments at doctor's clinics, fresh gowns, washed brushes, clean bowls and scissors, for yourself.

## TIME

Most of the renowned doctors will spare only 5 minutes on a consultation. While it could be fine for a simple diagnosis, customers and patients alike expect a detailed consult. Physician dispensed cosmetics like Obagi needs a proper 20 minute briefing on how it should be used. Failure to explain all details usually lead to disaster in the form of burns, blisters, bruise. Aftercare of some laser procedure should be explained comprehensively or a check list provided so that your results can last a long time.



## Dr. Haroon Nabi

FCPS (derm), Associate Professor of Dermatology, Dermatologist & Cosmetic laser surgeon, Hair transplant surgeon

### QUALIFICATION/DEGREE DETAILS

MBBS, FCPS, FAACS, FAAD, FASLMS, FASDS

### AFFILIATIONS

Associate Professor of Dermatology & Head Depart. of dermatology LMDC

Procedures performed  
Laser Hair Removal, Medlite C6 for Pigmentation, Melasma, Age spots & Fine Hair, SmartLipo Laser lipolysis for fat removal, Thermage skin tightening system, Fraxel non ablative fractional resurfacing laser for fine lines, rejuvenation and acne scars, Omnilux Blue phototherapy for acne, Restylane fillers & Botox, chemical peels, Macrolane breast filler, Obagi & Bioderma dermo cosmetics.



My practice comprises of both general and cosmetic dermatology. However, there has been a steady increase in the number of patients asking for non surgical cosmetic treatments. This seems to be the global trend and there are lasers for almost everything now and this information is available on the internet at a click of a button. I treat patients from all walks of life, and give realistic expectations of a treatment to patients. I see that a lot of young patients now seek anti aging treatments at the age of 30, as a primitive measure before signs of aging start to show. It is my passion to make people young and beautiful at an affordable price.

### LOCATION

The Skin Clinic  
49 C2 Ghalib Road, Gulberg 3, Lahore  
Telephone: 35759993, Mobile: 03004000216



# Rabia Farooq

## QUALIFICATION / DEGREE & TRAININGS

Graduation Copenhagen beauty school (DENMARK)  
BC Beauty Academy London (UK)  
Green Light Hair University (ITALY)  
Nail Art at BC Academy London(UK)  
IPL Laser from IPULS( NORWAY)  
LASHFX London (UK)  
RVB Skin Treatment (ITALY)

## EXPERIENCE

6 Years

## AFFILIATIONS

Intraceuticals Oxygen Treatment  
Caci  
Imedeen Time Perfect 40+ and 50+  
Nupo Pure Diet  
RVB  
LashFX

## PROCEDURES PERFORMED

Introduced Oxygen Faisal Intraceuticals first time in Pakistan 2008. Eyelash Extensions first time in Pakistan 2008. Nupo powder diet( Worlds First Powder Diet) in 2010  
This year plan includes Nail Art and Skin

Rabia Farooq is a renowned beautician. Having an experience in her field for six years she has become one of the prestigious beauticians. She has introduced Oxygen facial intraceuticals, eyelash extensions and nupo powder diet for the first time in Pakistan. She is further planning on introducing something new i nail art field and skin treatments.

## BY APPOINTMENT ONLY

0321 -4556020  
frabia@ymail.com



## Dr. Osman Bashir Tahir

Plastic, Reconstructive & Aesthetic Surgeon

### QUALIFICATION

MBBS (KE), MRCS (Edinburgh)  
PG Dip. Aesthetic Surgery (London)  
Diplomat American Academy of Aesthetic Medicine

### RESIDENCY

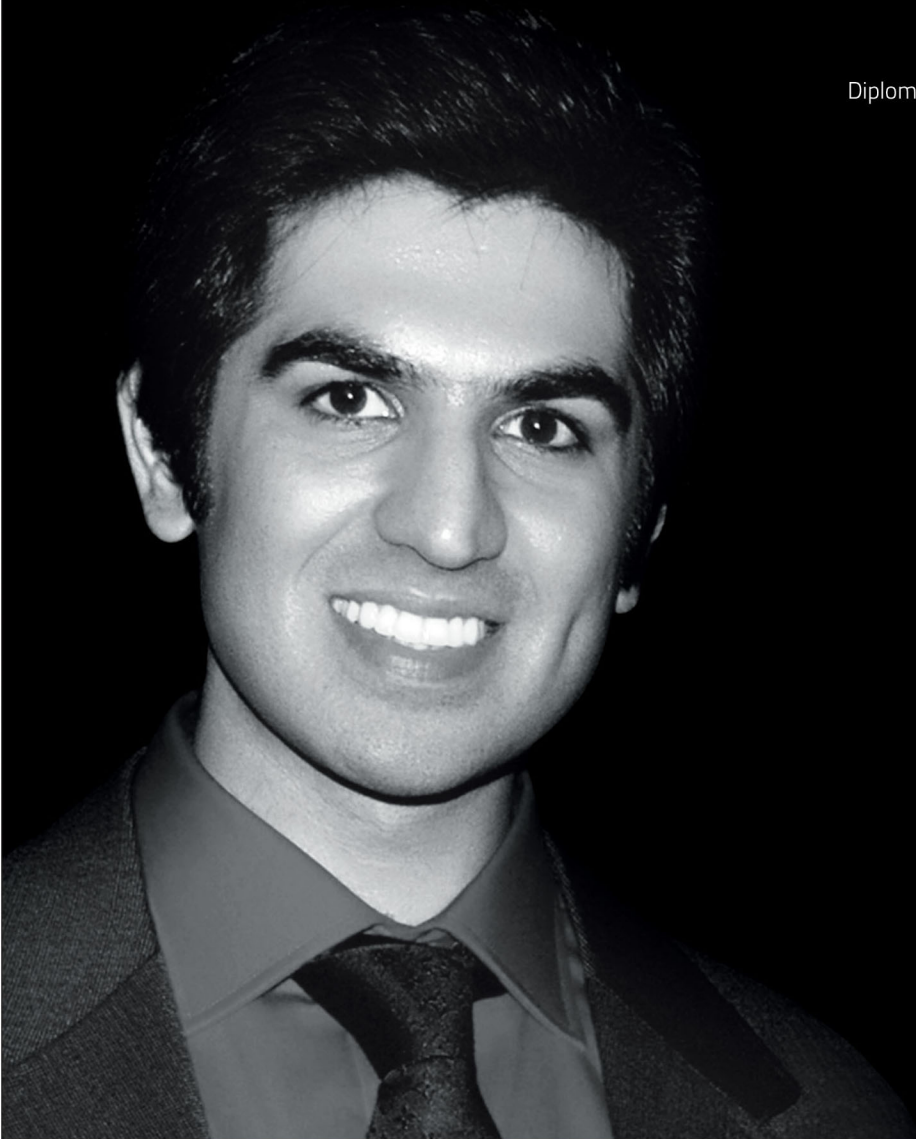
1 year house-job at Mayo Hospital  
2 years-Whipps Cross University Hospital,  
Leytonstone, UK  
Since 5 years at Dept. of Plastic,  
Reconstructive and Burn Surgery-King  
Edward Medical University/Mayo Hospital  
Lahore.

### AFFILIATIONS

Member of various International  
Aesthetic/Laser societies, The only Vaser  
Hi-Definition Liposculpture surgeon in  
Pakistan ([www.vaserhidef.com](http://www.vaserhidef.com))-certified  
by Advanced Bodysculpting Institute in  
Colorado, US.

### PROCEDURES PERFORMED

All minimally invasive medical aesthetic  
procedures, fractional lasers, Isolaz IPL,  
chemical peels, advanced use of botox  
cosmetic, liquid facelift using dermal  
fillers, dermaroller and nd-yag laser  
treatments. All reconstructive plastic  
surgeries, and aesthetic body contouring  
surgeries.



I chose Plastic Surgery because it is the most innovative and exciting surgical speciality. It requires the same amount of time taken to become an Orthopaedic or Neurosurgeon; but the artistry and skill of a Plastic Surgeon is something one can only be born with. I practice with ethics and the highest regard for my patients, and I am honoured to help them with their area of concern. Unfortunately there is a stigma attached to Plastic Surgeons that they only do cosmetic work; I do burn reconstructions, cleft lip/palate surgeries and microsurgeries of traumatic amputated fingers and limbs at Mayo Hospital. Aesthetic surgery is 1/6th of our training in Plastic Surgery, and we utilize the concepts of aesthetic proportions when we reconstruct a nose or ear, for example. I often call it 'the surgery of millimetres', so it demands a passionate surgeon with an eye for aesthetics. Not to sound pompous, but I feel I fit the bill perfectly!



# Dr. Muzaffar H. Qureshi

Doctor of Dental Surgery (D.D.S)

## QUALIFICATION

Doctor of Dental Surgery Degree from Loma Linda University, California, USA.

## RESIDENCY

Implantology Speciality, UCLA, USA.

## AFFILIATIONS

Member American Dental Association  
Member California Dental Association  
Member Academy of General Dentistry.  
Advisory Board Member, Bryman College, Tustin, California, USA.  
Instructor Restorative Department, Loma Linda University, California, USA.  
Lecturer & Clinical Instructor, CICSD-California Institute Of Cosmetic & Surgical Dentistry.  
Chief Dental Surgeon, Bristol Dental Group, Santa Ana, California, USA.  
Chief Dental Surgeon, CaliforniaCare, Orange County, California, USA.  
Executive Member, PTK American National Honor Society, AGS California State Honor Society

## PROCEDURES PERFORMED

Smile Makeovers, Fixed Prosthetics, Cosmetic Dentistry, Gingival Plastic Surgery, IV. Conscious Sedation, Advanced Pain Control, Clinical Asepsis, Clinical Emergencies, Implantology, & Preparation for American Dental Boards (Didactic & Clinical).



Born in Multan, I went out to the US and finished my high school education at Tustin High, California. After completing my undergraduate studies of pre-dental courses, I was accepted at Loma Linda University, California. After being awarded the Degree of Doctor of Dental Surgery in 1993, I went on to do Implantology Residency at UCLA (University of California Los Angeles). Since graduation, I have continually done clinical practice and taught dental students as well as dentists. I have had a special opportunity to prepare foreign dental graduates for California Licensing Boards as well as offering clinical internship. Since moving to Lahore five years ago, I have delivered lectures, conducted hands on workshops on a continual basis and trained clinical interns. I would like to be able to share my expertise in educating student dentists as well as post graduate continuing education in the field of Cosmetic & Implant Dentistry with a strong and comprehensive clinical skill internship.

## LOCATION

CaliforniaCare  
9 F-Block, Phase 1, Defence Housing Authority, Lahore.  
OST Code 54791 Clinic Telephone: 042-3574-7598 Mobile: 03214461377  
CaliforniaCare@hotmail.com



01

**MONTIBELLO**

40 years of proximity, research and experience. After 40 years on the market, today MONTIBELLO is the first professional cosmetics company in Spain. Confidence in brand and products, backed by 20,000 clients, has marked their career. The experience of 290 professionals has enabled MONTIBELLO to achieve this leading position. Montibello's philosophy of overall beauty has been fundamental in the development of the company's two divisions: hair care and skin care. The ranges of products are characterized by the clear desire to innovate in formulating products and in searching for novelty, revolutionary active ingredients. A laboratory of 20 specialists enables all the research and development work and the rigorous efficiency testing to be carried out at MONTIBELLO. The hair range includes Color, Perms, Styling, Shampoos and treatments. Check out the details at [www.montibello.com](http://www.montibello.com)

**montibel•lo**



02

**RETYLANE W/T LIDOCAINE**

**More comfort for you.**

Pure, natural, safe – slightly more sophisticated the new Restylane by Q-Med, Sweden is now available with Lidocaine (anesthesia). This means patients will feel less pain than conventional fillers and experience a comfortable treatment session. Patients concerns about pain associated with aesthetic treatment vary, as does the amount of pain management required for differing procedures. Restylane fillers offer a broad range of treatment of wrinkles, facial contouring, lip enhancement, and skin rejuvenation. The range makes it possible to tailor treatments to each individual needs. There are over 10 million treatments done with Restylane over the last 13 years. During a study of 75 patients, results showed 90% assessed Restylane Lidocaine as being more comfortable treatment as regard to pain. [www.restylane.com](http://www.restylane.com)



# HOT STUFF

03

**BIOHORIZON IMPLANTS**

BioHorizons is one of the fastest growing companies in the dental implant industry. The comprehensive portfolio includes products which are scientifically proven. From the launch of the External implant system (Maestro) in 1997, to the introduction of the Tapered Internal implant incorporating in 2007, BioHorizons has continued to provide clinicians unique products supported by university based research. BioHorizons offers seven comprehensive dental implant lines, covering virtually every surgical and prosthetic indication or clinician preference. Dental implants carry a lifetime warranty and are clinically-proven by some of the most thorough and in-depth research in the industry.

**Laser-Lok<sup>ae</sup> microchannels**

Laser-Lok microchannels exemplify the dedication to evidence-based research

and development. Laser-Lok is a series of precision-engineered cell-sized channels laser machined onto the collar of BioHorizons implants and is unlike any surface treatment available on the market today.

Laser-Lok dental implant at 8 years post-restoration showing superior crestal bone & tissue maintenance. Case courtesy of Cary A. Shapoff, DDS (Surgical); Jeffrey A. Babushkin, DDS (Restorative)

[www.biohorizons.com](http://www.biohorizons.com)







04

### MACROLANE

Macrolane is a safe product for simple injection treatment, that instantly restores lost volume to your body for a look that is natural and unique for you. Being beautiful is about being yourself. You choose the lifestyle and looks that highlight who you are. Macrolane is a gel that is natural and biologically degradable. It involves an uncomplicated injection treatment with minimal scarring. Macrolane products are based on hyaluronic acid, similar to the body's own hyaluronic acid.

### Benefits with Macrolane body enhancement

The pure, non-animal based gel is injected into the desired area to restore volume. The benefits of the injection treatment are immediate and long lasting without being permanent. A single treatment with Macrolane can last up to 12 months. Your body slowly metabolizes the biocompatible Macrolane gel. If you desire longer lasting results, you have the choice of re-treatments to maintain the aesthetic results. Macrolane is the result of a versatile and innovative technology to enhance body appearance as well as being used for scar reduction and to treat concavities after liposuction. Most of you would like to enhance or change some part of your appearance. It could be the desire to wear a favourite tight top with confidence, to get rid of unsightly scars or just feeling more positive about your body in general. Macrolane makes this possible in a well-tolerated, easy and natural looking way.

### Shape and enhance your body

Macrolane restores volume and contours body surfaces. You can fill out and enhance your body the way you want it. Just a few of the areas where Macrolane can help you look your best

#### BREASTS

Enhancement without permanent implants

#### BUTTOCKS

Augmentation and shaping without permanent implants

#### CALVES

Shaping without permanent implants  
Post liposuction concavities / concave deformities

[www.macrolane.com](http://www.macrolane.com)

Macrolane™  
essentially restores your body



05

### THALGO

The sea is an immense reservoir of life that contains over 500,000 aquatic species and 25,000 algae, of which less than 30 species are used today. Forerunners of marine scientific research, the THALGO Laboratories have acquired unique expertise in harnessing the effectiveness of marine active ingredients. By drawing on the remarkable potential of algae and focusing on natural ingredients that are most adopted to the human body, THALGO is able to offer effective and safe products with exceptional skin tolerance. By taking nourishment from the ocean, algae concentrate the properties of the marine environment upto 50,000 times and can contain one thousand times more iodine, one hundred times more calcium and ten times as much magnesium and copper than a terrestrial plant.

### Behind the success of THALGO micronized marine algae

This major discovery quickly became a worldwide reference in the marine treatment world. Using an exclusive manufacturing process, algae cells are exploded to release their active ingredients. The powder obtained is formed from particles that measure only about ten microns each. This allows THALGO to offer a natural product with rare qualities. Its therapeutic and cosmetological action is remarkable. The active ingredients of algae are in a free state and the fine quality of the powder enhances skin penetration during a hot bath, facial, or body treatment.

[www.thalgo.com](http://www.thalgo.com)







06

### OBAGI MEDICAL

A Leader in Skin Health  
Headquartered in Long Beach, California, Obagi Medical Products, Inc., is a specialty pharmaceutical company that develops, markets and sells, and is the leading provider of, proprietary topical aesthetic and therapeutic clinically-proven skin care systems in the physician-dispense market. The systems are designed to prevent and improve the most common and visible skin disorders in adult skin. The foundation of the company began in 1988 with the creation of the Obagi Nu-Derm System, developed by leading skin care experts. In 1997 the company officially began operations as Obagi Medical Products, Inc. The company has continued to grow each year, introducing multiple product lines and expanding its commercial operations. The company sells its products through a direct sales force in the United States and internationally through distribution partners in over 47 countries across North America, Central America,

South America, Europe, the Middle East and Asia.

Over the years, the company has developed clinically-proven skin health products and systems primarily for the dermatology, plastic surgery and related aesthetic markets. Using its Penetrating Therapeutics<sup>®</sup>99 technologies, the company's products are designed to improve penetration of prescription and cosmetic agents across the skin barrier for common and visible skin conditions in adult skin including premature aging, photodamage, hyperpigmentation (irregular or patchy discoloration of the skin), acne, sun damage, rosacea and soft tissue deficits, such as fine lines and wrinkles. The Obagi Nu-Derm System consists of topical products, which when used as a system result in substantial improvement to many of these skin related conditions. The company continues to maintain its position as a leader in skin health by having launched several successful new systems of

products, including the Obagi CRX System which is the first prescription-strength Vitamin C and hydroquinone system; the Condition & Enhance System, developed to enhance the results of physician delivered surgical and non-surgical procedures; the ELASTIderm family of products, a one of a kind treatment developed to restore skin elasticity and collagen production, and reduce fine lines and wrinkles around the eyes and Decolletage; CLENZIderm M.D. Acne Therapeutic Systems to treat and prevent acne at it's root; and most recently the Rosaclear System, developed specifically for the treatment and prevention of the signs and symptoms of rosacea. Because Obagi Systems and products contain prescription-strength formulations, the systems are only available through physicians, primarily dermatologists, plastic surgeons, medical spas and other skin care and medical specialists.

[www.obagi.com](http://www.obagi.com)

07

### BIO DERMA

At the cutting edge of innovation, BIODERMA has pioneered micellar solutions. Specially formulated for sensitive, normal to dry skins, the Sensibio H<sub>2</sub>O micelle solution gently cleanses face and eyes. It removes water-resistant make-up. The micelles contained in its formula effectively micro-emulsify impurities while maintaining the skin's balance (soap-free, physiological pH). Soothing and decongesting active ingredients prevent the feelings of irritation

often caused by cleansing. Sensibio H<sub>2</sub>O guarantees excellent cutaneous and ocular tolerance (tested under ophthalmological supervision).

The maximum anti-UVB efficacy and the unmatched "extreme anti-UVA" performance of Photoderm KID safely protects from sunburn and premature skin aging. A significant advance against risks of cell damage, its exclusive patented CellularBioprotection(r) complex provides optimum protection for the skin cells.

The clear blue colour of Photoderm KID ensures visible and homogeneous application over the whole face and body and thus guarantees optimum protection. All areas are protected! The blue colour disappears quickly after application. The smooth texture of Photoderm KID provides an extremely soft sensation for the skin. No oily effect, no traces, non-comedogenic, hypoallergenic, Photoderm KID guarantees excellent tolerance.



11  
million  
treatments

Restylane®  
Natural beauty from within

## A Smile Says it All

Re-energize and refresh your skin  
Restylane Vital™ re-energizes and refreshes skin in a way that is difficult to match. The treatment visibly changes the skin's properties towards that of younger skin and gives lasting results. Restylane Vital boosts the skin's hydrobalance and improves skin elasticity, structure and firmness.

### Benefits of Restylane beauty treatment

- Individual beauty
- Natural result
- Easy treatment
- Safe products



#### Top Restylane Clinics:

**Karachi:** Dr. Afzal Lodhi 35874256 - Dr. Fehmida Arif 35830598 - Dr. Mabron Bhatti 35878001-2 - Dr. Seema Zia 35836768 - Dr. Tasneem Nakhoda 35371560.  
**Islamabad:** Dr. Fazeela Abbassi 2211779 - Dr. Hamid Hassan 5567804 - Dr. Humayun Mohammad 2878677 - Dr. Ikramullah Khan 2280747 - Dr. Lubna Saeed 2825919 - Dr. Nosheeba Salman 2817271 - Dr. Ruxana Kazi 2608921 - Dr. Samina Sohail 2252017. **Lahore:** Prof. Dr. A. H. Baber 35863310 - Prof Dr. Azim J Khan 35717028-29 - Dr. Farid Ahmed Khan 35714411-18 - Dr. Nosheeba Salman 0300-5004173 - Dr. Sadia Ammad 0306-4646463. **Faisalabad:** Dr. Shahid Javaid Akhtar 8710295. **Multan:** Dr. Naheed Chaudhary 0300 7366672. **Peshawar:** Dr. Mustafa Alam 0332 9192229



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The  
*Aesthetic*  
Rejuvenation Clinic



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Contact: +92 42 35710470