

Pakistan's First Professional Beauty Magazine

# aesthetic LIFE

MAY 2017

**PIVOT  
POINT**  
ACADEMY & SALON

**LUMINEERS**

BY DR SAQIB RASHID

**IBEAUTY**  
BY THALGO

# TARIQ AMIN

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# PRAVANA™



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**ON THE COVER**  
Wardrobe & Photo Edit by Faye Agariah  
Photography by Shamyil Khuhro



GHAZANFAR RAUF  
Editor-in-Chief/Publisher

Publishing Division  
LUMINOUS FORMATION

TANVEER SULAIMAN  
Creative Director

RIDA TARIQ  
Assistant Editor

Photography by  
Luminous Formation

Registered Office  
16-E, Block 6, PECH,  
Karachi, Pakistan.

t: +92 21 35250 262 - 3  
www.aestheticlife.com

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Smile with another level of confidence with Dental Aesthetics.

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Luminous Formation





# G SAYS

Hello Readers,

We are very excited to present this magazine issue at the start of 2017 as we continue to make headway in the professional beauty market.

Tariq Amin - The Master talks about Makeup Atelier Paris as the exclusive product range being used during Master Classes at the TA Academy in Islamabad. We are proud to be associated with an artist who has been given the life time achievement award to this 35 years in the industry and look forward to a continued and long term business relationship with him.

Dr. Saqib Rashid who is also the President of the Dental community has done the most number of Lumineers' cases on celebrities, dignitaries, and socialites, transforming their smile with no down time or cutting of teeth enamel. Lumineers is the latest cosmetic smile makeover treatment which is now available through select clinics in Pakistan with Dr. Saqib Rashid paving the way.

AestheticLife signed an agreement with the renowned Pivot Point Academy in USA as the master distributor which will run workshops and courses from its training centers in Karachi, Lahore and Islamabad as well as extend licenses to beauty schools which intend to use the Pivot Point syllabus. Hina Arif and Irum Noshin Khan visited Chicago and attended the trainers training program as well as spend time at Uberliss and American International Industries for Ardell, IBD, and Lash B Long brands.

Uberliss Bond has proved its merit as the best performing bond product on the market. With so many products in competition, it is important for the salon customer to know what is the science behind the Bond treatment and Dr. Ali N Syed is set to make a follow up visit to Pakistan to reinforce the brand strength as well as present new products by his company.

CND Acrylic nails saw tremendous interest from salon customers. Ranked as the number 1 product in the nail

industry, its techniques and education are by far the most comprehensive and superior compared to competing brands. Shellac, the 14 day nail lacquer is already renowned and a sought after nail treatment.

AestheticLife continues to lead the market with its Candela brand of hair removal lasers namely Gentle YAG, Gentle Lase and Gentle Max Pro. Candela has the most number of lasers installed in Pakistan and has proved to be a work horse in clinics. Some new clinics to acquire this cutting edge technology include Skinovate by Dr. Faisal Haq and Dr. Fehmida Arif in Karachi, Dr. Luqman Ahmed in Lahore, Dr. Sadaf Ghuman in Saikot and Shifa International Hospital, Dr. Sheherbano Khan and Dr. Neelam Ayum in Islamabad.

Thermage has had renewed interest by physicians and patients alike as we strive to find the perfect non surgical skin tightening and lifting system. Based on RF, Thermage continues to be in the forefront of leading technologies from USA. Available at select clinics in Karachi, Lahore and Islamabad.

Thalgo continues to be AestheticLife's flagship product which launched the iMetric skin analyzer in 2017. Simeen Ansari, senior educator from AestheticLife attended the training in Nice, France. It is a great tool for a salon to use on clients requiring a detailed analysis of their skin condition.

We look forward to a bright future in 2017, and thank our valued customers for their continued support and appreciation.

Ghanzanfar Rauf  
Editor-in-Chief/Publisher

## BIOHORIZONS®

### PRESIDENTS AWARD AND THE YEAR AFTER YEAR GROWTH AWARD



# Thank you!

The management and team at AestheticLife would like to thank all its customers and the dental community in general for supporting the BioHorizons brand and using it as a preferred implant in their practice. AestheticLife has been awarded with two awards recently in Birmingham, Allabama for outstanding performance and year over year growth in business. This gives us and you the confidence in a product which has been ranked amongst the top 5 brands in the world through Science, Service and Research. We hope to serve our customers in Pakistan better over the following years.

ACADEMY OF AESTHETICS



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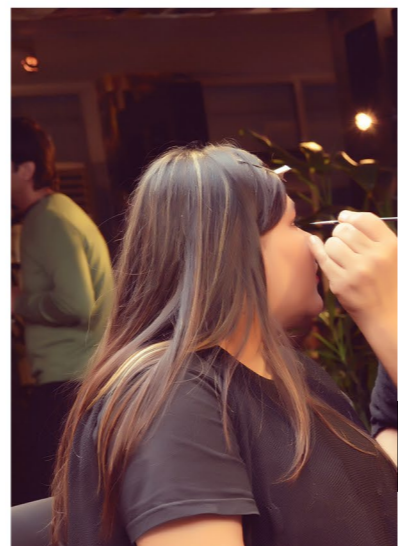
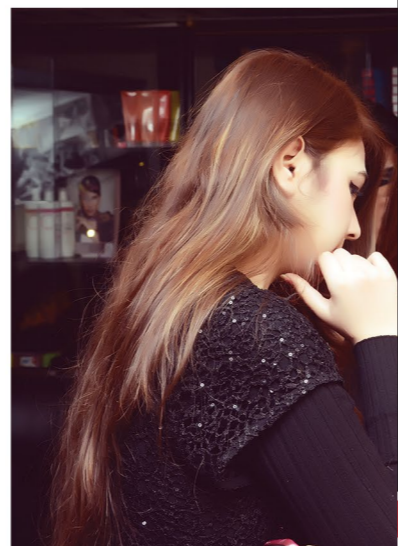


# überliss




**LAUNCH EVENTS**  
IN KARACHI, LAHORE, & ISLAMABAD

Makeup Atelier Paris was launched as exclusive makeup brand partner with the renowned artist Tariq Amin through his salon locations in Karachi, Lahore, & Islamabad.



## HAIR TEXTURE CHANGING SYSTEM

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- \* Dr. Humayun Mohmand (Islamabad)
- \* Dr. Ruxana Kazi (Islamabad)
- \* Dr. Tasneem Nakhoda (Karachi)
- \* Dr. Fehmida Arif (Karachi)

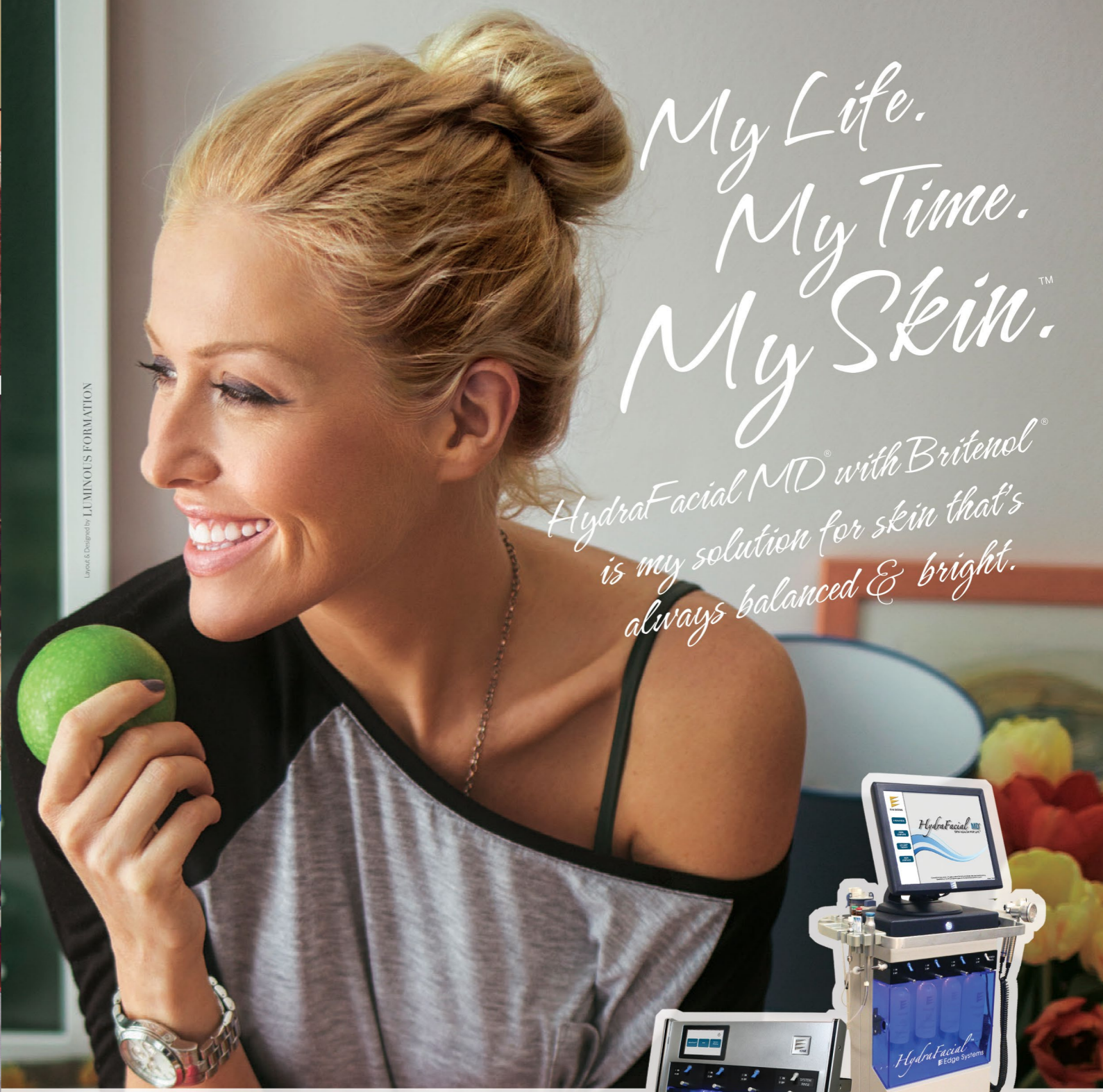
  
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**LEGACY SALON**  
**AESTHETICLIFE'S 1ST FLAGSHIP SALON IN ISLAMABAD**  
 Aesthetic Life's first Flagship Legacy salon was launched recently in Islamabad which uses Pravana, Uberliss Keratin & Bond, Thalgo, CND, Cirepil, and Ardell.



*My Life.  
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 My Skin.™*

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After just two weeks, **87%** of consumers experienced **significant skin tone evenness\***.  
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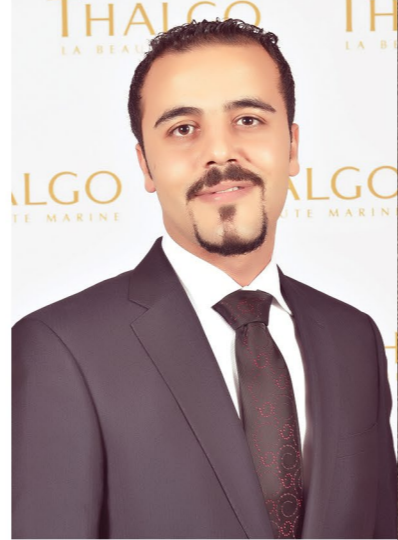


- Karachi:**  
 Dr. Tasneem Nakhoda - Dr. Faisal Haq - Sabs Salon
- Lahore:**  
 Prof. Dr. Haroon Nabi - The Alternative Medicine Clinic  
 Dr. Madiha Azmat Rao - Dr. Luqman Ahmed  
 Dr. Osman Bashir Tahir - Al Razi Healthcare
- Islamabad:**  
 Dr. Armeela Rehan - Dr. Lubna Saeed  
 Dr. Shumaila Khan - Dr. Humayun Mohmand
- Sialkot:** Dr. Sadaf Gumman
- Faisalabad:** Dr. Rahila Asif Chaudhary



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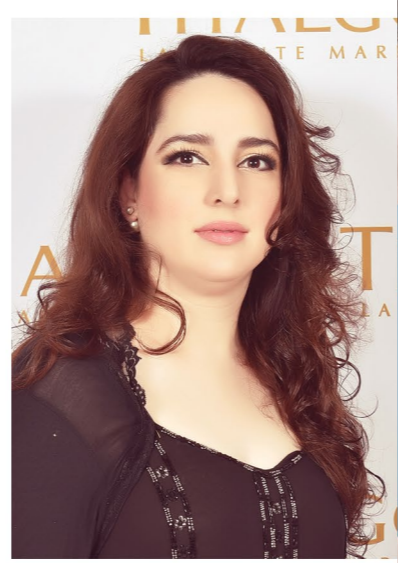
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**THALGO**  
LA BEAUTE MARINE

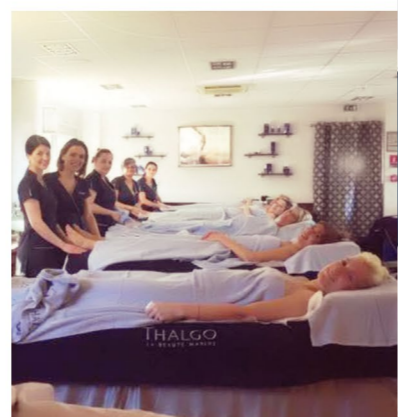
**BEAUTY TOUR - LA BAULLE  
FRANCE**

A group of salon owners and the AestheticLife team attended the Thalgo Beauty Tour in La Baulle, France in Sep 2016. Thalgo is a marine based skincare brand with a 50 year history and available in 90 countries including Pakistan.



**THALGO TRAINING**

Simeen Ansari attended training at Thalgo's training centre in Nice, France on the new Prodiges des Océans Essence range and the skin analyser iMetric.



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LA BEAUTE MARINE

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technology  
Creator of Beauty

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- Purity Reviver ●
- Hydration Corrector ●

**AVAILABLE**

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Splitend Salon (Lahore) | Hifsa Khan Salon (Lahore) | Asma T Salon (Lahore) | Nina G (Lahore)  
Jugnu Salon & Studio - Bahria (Islamabad) | Maisha Spa Serena Hotel - Bahria (Islamabad)



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# STUDIO EFFECTS

custom layered lashes

**Features and Benefits:**  
**PRO-DESIGNED.**  
**PRE-ALIGNED.**  
**NO WORK REQUIRED.**



## INTERNATIONAL TRAININGS

Hina Arif and Irum Noshin Khan, Educators at AestheticLife attended International trainings in USA. The brands included Pravana, Pivot Point, Ardell, IBD, and Uberliss.



Instantly achieve a runway ready lash look with our most popular styles expertly layered by a professional make-up artist.

Studio Effects 16 Piece Display - 4 Styles

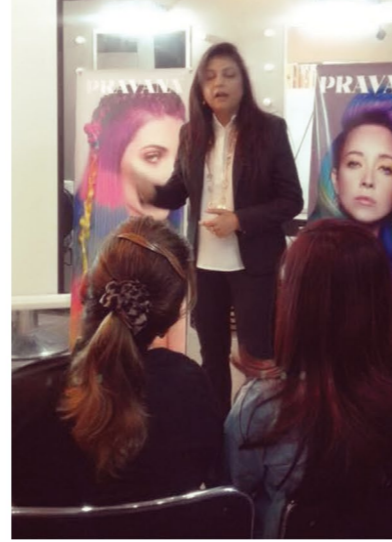


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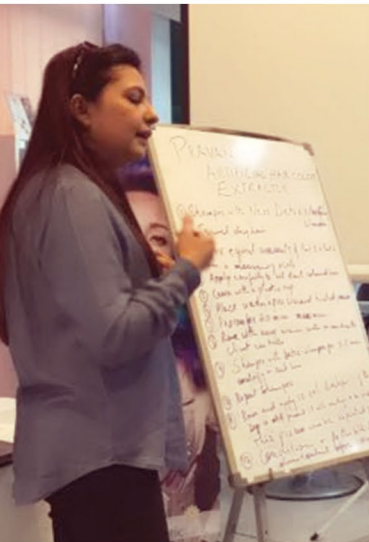
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Nails. Fashion. Beauty.

**Shellac**®  
Brand 14+ Day Nail Color

CHOOSE FROM OUR TOP COAT RANGE  
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**TRAININGS**  
**AT ACADEMY OF AESTHETICS**  
by Simeen Ansari, Hina Arif, and Irum Noshin Khan.



**XPRESS5**™  
Top Coat

**SHELLAC**®  
**ORIGINAL**  
Top Coat



**SHELLAC**® COLOR  
COLLECTIONS

**CHIC COLLECTION**

- 4 SHELLAC® Color Coats for classic nail styles:
- Cream Puff
  - Romantique
  - Tropix
  - Wildfire

**TRENDY COLLECTION**

- 4 SHELLAC® Color Coats for fashionable nail styles:
- Desert Poppy
  - Peacock Plume
  - Sultry Sunset
  - Mint Convertible



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**TARIQ AMIN**  
 ACADEMY LAUNCH MAKEUP & HAIR  
 FROM 1920'S TO 2000



**IPL TRAINING** Dr. Naqiba Munshi presenting the Rapid Glide IPL at Academy of Aesthetics



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**GentleYAG Pro-U™**  
 Outstanding Results.  
 Treating Multiple  
 Indications.  
 Upgradable.

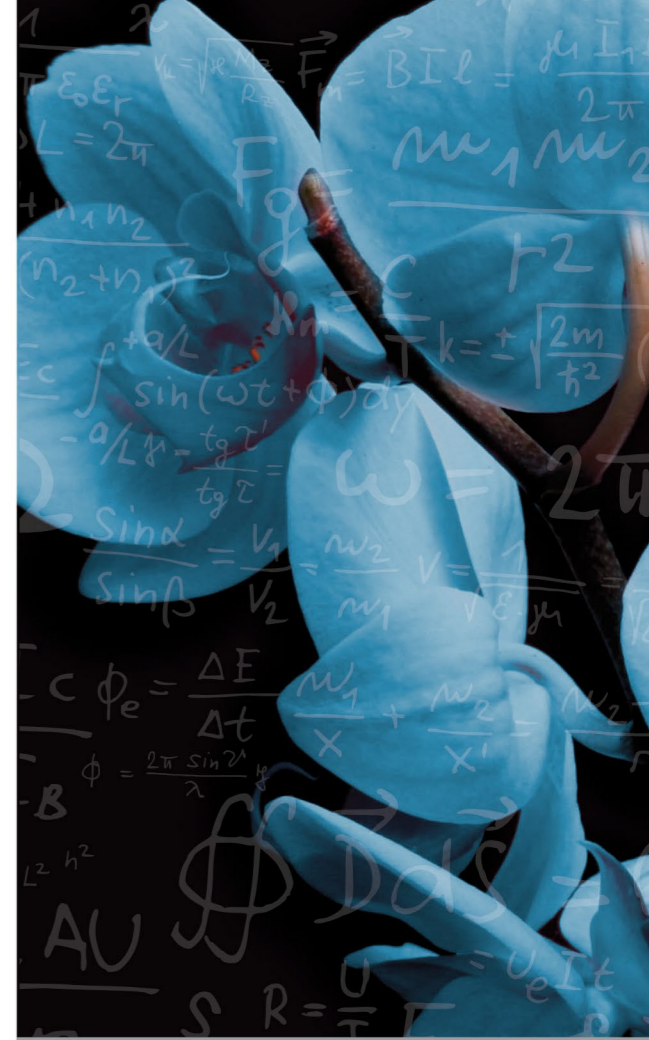


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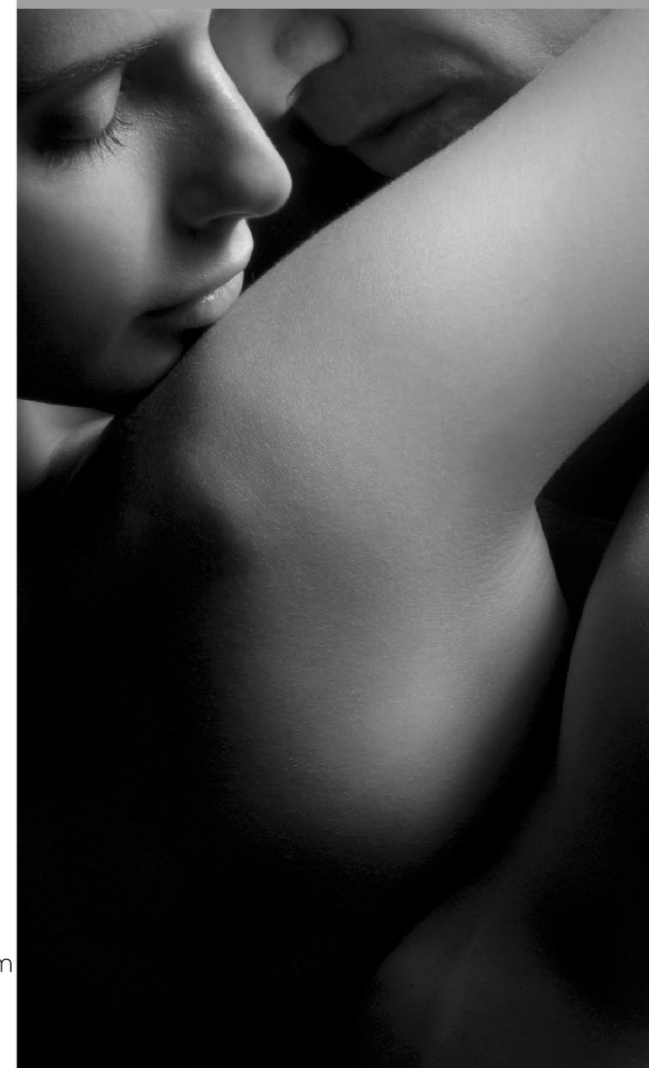
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Science. Results. Trust.





- ✿ OXY
- ✿ PEEL
- ✿ SCULPT

**STEP 1  
OXY PEEL [PEEL]**

Diamond Oxy Peel & Sculpt™ Crystal free Microdermabrasion is a progressive, non-invasive resurfacing treatment that removes the dull, rough, topmost layer of your skin to reveal the more supple and vibrant skin beneath. Microdermabrasion cleans pores and aids in balancing oil production while stimulating collagen and evening out your skin's texture and tone. By removing the dead skin cells and collagen production is stimulated leaving your face markedly smooth and luminous. Skin will appear softer, smoother, brighter, clearer, fresher and younger looking!

**STEP 2  
INFUSE  
[HYDRATE]**

Oxygen together with key vitamins and minerals is essential for the healthy metabolism of every cell in our body - including the skin cells. Diamond Oxy Peel & Sculpt™ Oxygen Therapy will regenerate and boost the health of every cell with pure oxygen, plus essential vitamins and minerals. The treatment also increases the production and strength of facial collagen - a critical element in slowing the ageing process. From the first treatment we see an instant boost in the skin which glows with a radiant good health. The skin appears refreshed, fully hydrated



**DIAMOND™** International  
www.diamondincorporated.com

**RAPID GLIDE-E IPL**

SHR - IPL Technology  
Quality Beauty Systems & Solutions

**Diamond Rapid Glide IPL - SHR**

SHR stands for Super Hair Removal, offering the latest technology to achieve long lasting hair removal. SHR uses photo selective thermolysis and combines it with IN-Motion technology.

**How does it work**

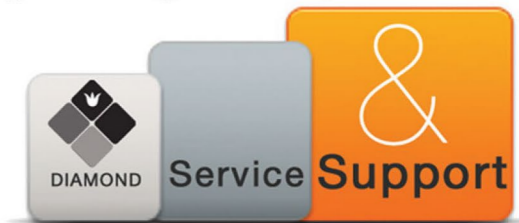
The light in certain wave lengths and the heat emitted by SHR targets the pigment, the melanin, located in hair follicles. Flashes of light disable the targeted hair follicle, causing unwanted hair to fall out preventing future growth.

**SHR advantages**

What makes SHR Stand out in the industry is its use of light pulse repetition rates at low energy levels, together with high power. Instead of simply blasting unwanted hair, it heats up the hair follicles very gradually without any discomfort, but maintains effectiveness so as not to damage the skins surface. The integrated cooling system causes no discomfort. The SHR uses In- motion technology, a rolling technique that eliminates the common missed spots. The comprehensive coverage means smooth legs, arms and backs etc with the feeling of a hot stone massage.



- Removal of hair
- Acne treatment
- Pigment spots elimination (age, hormonal, seasonal)
- Skin tightening and rejuvenation



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and feels tighter and firmer with every cell completely nourished.

### STEP 3 SCULPT [LIFT]

The Sculpt portion of the treatment begins with a relaxing Crème and a comfortable pulsing and toning of the face. The areas of focus, chin neck jawline eyebrow forehead cheeks and eye are then firmly massaged in slow and steady motion with the sculpt hand piece.

Diamond Oxy Peel & Sculpt™ focuses on the treatment of Sculpting of the Extra Cellular Matrix, (ECM) which is a filter system of the micro lymphatic system. Over time, stagnation and toxins accumulate and contribute to skin ageing. The treatment is administered by a trained and certified aesthetician, who will use a cupping wand which utilizes pressure (pulsing) and suction movement to stimulate and sculpt the skin. This action will promote contouring, firming, lifting and lymphatic drainage to plump and firm the skin.

The science behind the Diamond Oxy Peel & Sculpt™ is to stimulate and move the stagnation and congestion, while firming and toning the skin with the pulsing and suction effects. The treatment is chemical free, there are no injections, no down time and there are noticeable results based on your age and diet. Diamond Oxy Peel & Sculpt™ is also a great alternative for individuals who wish to turn back the signs of ageing with a natural non-invasive system of Smoothing Sculpting Skin plumping and firming

## BIO-AVAILABLE OXYGEN & LIQUID MINERALS

### WHAT WILL THE SKIN LOOK LIKE AFTER THE TREATMENT?

After the treatment you skin will feel relaxed and soft with a visible lasting reduction of fine lines and wrinkles leaving you looking younger and your skin looking healthy, radiant and well hydrated. Your friends and family will notice the difference. Your qualified therapist will advise you on how many treatments your skin requires. Treatments range from 4 - 6 treatments initially and once monthly treatment for maintenance. This unique triple treatment system will regulate, clear and refresh your complexion, to restore the skins natural equilibrium.

#### KEY BENEFITS:

- ✔ Strengthens and stimulates new collagen formation.
- ✔ Rehydrates, regenerates and renews skin cells
- ✔ Improves cellular energy metabolism
- ✔ Eliminates bacteria that can cause acne pustules
- ✔ Reduces cellular decomposition



## DIAMOND PURE SCULPT Advanced Aesthetic Technology



**THALGO**  
LA BEAUTE MARINE

For almost 50 years, Thalgo Laboratories have been creating Marine Products for Spa and Beauty.

## INSTANT BRIGHTENING PROGRAM

- Balances Skin Tone
- Reduces Pigmentation Marks
- Improves Skin Texture
- Brightens Skin with Instant Glow



LuminoLUMINOUS FORMATION



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# THE MASTER

## TARIQ AMIN

BY GHAZANFAR RAUF

Tariq Amin is perhaps the most experienced, well respected, creative guru in hair, makeup and fashion with 35 years in the industry. He has transformed people, including rebranding and creating a new look for PIA recently, hosting model hunts, to winning the Life time achievement award at the Lux Style Awards 2017. I present to you, The Master!



**I have known you recently but had heard a lot about you. I will have to say that you are a very well grounded and professional person who has done extremely well in the industry. What has been the number one success factor for you?**

Being true to ones self and their craft is an extremely important aspect for me. To maintain a good reputation in ones field is the ultimate success. I'm blessed with a loyal clientele and people who believe in my ability. Many thanks for all the praise.

**The recent event where you showcased the makeup and hair styles from the 1920's to the disco era. How did the concept come to you, and do you think our audience appreciates such creative work?**

It was a homage to 100 years of

vogue. Having worked for over three decades as part of that entire era going back in history to recreate looks was not only fun but everyone had the opportunity to see the past come to life. Vintage, retro we all have a thing for nostalgia. I think people enjoying a bit of reality. Fashion can be bought. Style is something you are born with. I always like to keep it real.

**The TAA Academy is such a milestone for you. I believe every artist should impart knowledge and education to the younger generation which is not common to see among veterans. How do you see the beauty industry developing when you see the young boys and girls at your courses?**

This is just the beginning of the future for all those who aspire to learn our aesthetics. The courses are short term at the moment and we are still trying to involve other aspects of the industry, other than hair and makeup, into our

game plane. Fashion history – Photography - Modeling are just a few extra things we plan to involve young people with.

**Why are there no beauty shows in our country? I was asked this question by an international company, and I had no answer, maybe you can shed some light on it ?**

The concept of beauty is ever challenging. Media dictates, people demand, and lack of interpretation is also a factor. Beauty has to be celebrated and that in our society is difficult.

**In my brief experience of the beauty industry, I find that artists are not united. There are big ego's seen for no reason. Do you think things will change in the near future where we could perhaps see leading artists doing a hair & makeup show together?**

The egos will continue to grow and I've always believed in the power of togetherness but as our political scenario goes so does our beauty industry and all things associated with it.

**Your latest work has been the revamping of the PIA airline staff uniforms which look great. What does the new uniform represent and mirror?**

I was responsible for revamping the cabin crew for the premier flights. The uniform was done by Nomi Ansari who won a competition which was organized by PIA. The look was created in a 3 day workshop which was conducted in Islamabad, Lahore & Karachi. The look was created as part of the uniform to reflect a understated glamour. Simplicity is extremely stylish.

**You have 35 years experience in the industry and have worked internationally as well. What are some of the things that are required for our industry to progress?**

Better standards of production and knowledge of a social responsibility towards everything and everyone. International standards should be kept.

**The talent hunt you did a few years ago was a big hit. What do you have to say about the current ones airing on TV?**

I plan to do another one real soon...

**Are your children also interested in pursuing a career in hair & makeup? I heard they are artists in their own way.**

My son DURRAN 25 is studying music production and plays jazz piano. My daughter DIYA 14 has a beautiful voice and I hope she gets into hair and makeup and they both



do something together as well. **The concept of franchise or chain salons has not been seen in the real sense, whereas we see that in the west done very well. You have had salons in the three big cities right from the start. How did you manage your business?**

By being there regularly. Our strength is a solid team in every city we have staff members who have been there for over a decade themselves and we pull in together to make some of the magic work. I'm goona boast and say ' I also have the best looking team '

**Do you have any future plans to open up more salons say in Faisalabad, Peshawar, Multan?**

Yes- Soon. Faisalabad is first on the list.

**Talking about beauty schools, we know that there are hardly any which ranks with the international standards. Do you think we need more internationally licenses schools?**

All forms of education are needed especially technical training. But society demands are varied and what works in the west doesn't work here. Our society doesn't identify with the ideals of western beauty or fashion they borrow concepts from Bollywood be it commercials or deepika. We are a clique oriented society most follow and few lead.

**What take home message would you give to young aspiring boys and girls wanting to enter this field?**

Be yourself – Be original. ●

Debut Red Lips Coming Soon...

MAKE-UP ATELIER PARIS

Fariq Amin

Islamabad - Rawalpindi - Lahore - Karachi

# PIVOT POINT™

## OUR PROMISE: TO CREATE THE MOST SUCCESSFUL BEAUTY

Pivot Point International has designed beauty education, tools and premium mannequins for more than 50 years. Since the start, we have sought out to ensure beauty professionals have everything they need to achieve success. As you navigate through our product lines, you will find items that are both essential and innovative. When we can't source the best solution for our customers, we create them because we know that, just like education, your tools set you up for success. Each product we carry is also thoroughly tested by real students and salon professionals—if it can happen in the salon, chances are it's happened with us. We don't carry thousands of tools like other companies because we believe your tools are not simple items to be taken for granted. We choose them with discernment and care because we don't want to be just another place you buy things from. We are business partners who know tools are part of a beauty professional's story—how you run your business, how you get work done, how you help people, how you practice your art.

ALL-PURPOSE MANNEQUINS  
SNAP CAP  
COMPETITION MANNEQUINS  
SWATCHES, WEFTS & PADDING



RAZORS & BLADES  
COMBS  
BRUSHES  
RODS & ROLLERS  
ELECTRICAL  
KITS  
HOLDERS & TRIPODS  
STYLIST ACCESSORIES & BAGS  
MISCELLANEOUS  
NAILS  
ESTHETICS





**REAL HUMAN HAIR, HAND-IMPLANTED... A REAL HAIR DESIGN EXPERIENCE**

Every unit of the Pivot Point hair collection is handmade. many hours are required to create a mannequin or other component. The artisans use their exceptional skills to hand-implant the hair with natural parts, growth patterns and densities. Often, people who use our hair for educational training tell us that it's better than working with a live model because of the consistency of hair quality throughout. All hair is disinfected, starting at hair selection and continuing through packaging, to ensure it is microbe-free. Then, the hair undergoes several chemical treatments to achieve different levels of color and/or texture, depending on the intended use. During the chemical processes, measures are taken to retain moisture and elasticity in order to preserve the hair's human, lifelike quality.

**STRUCTURE LENGTH ARRANGEMENT**

Structure refers to the length arrangement across the curves of the head. All hair components and mannequins are identified by their length arrangements. The various length arrangements create the shape of the sculpted form. Pivot Point's four basic forms are known as solid, graduated, increase-layered and uniformly layered forms. These forms will help you determine which length arrangement best suits your educational or salon needs.

**HAIR THE PIVOT POINT DIFFERENCE**

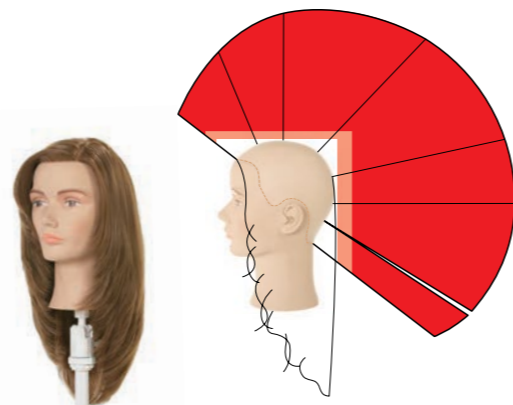
Hair is personal and so is hair education. In order to make the most realistic, intimate hair design experience for salon professionals, manufacturers and students alike, Pivot Point has worked for decades to perfect mannequins and hair that can only be described as premium.

**SO, WHY IS PIVOT POINT HAIR YOUR BEST CHOICE?**

As a family company the core of Pivot Point's business is people. We are committed to our employees' well-being. We want to know that manufacturers with whom we partner hold the same values and ethical standards for their employees.

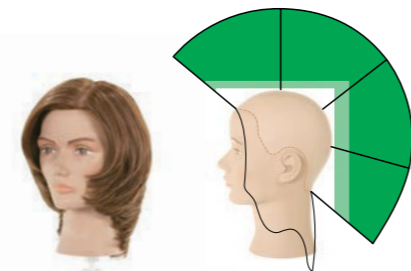
Pivot Point proactively requested SA8000® certification from our contracted hair-manufacturing factory to ensure the quality of goods match the well-being of the artisans who create them. The SA8000 certification affords our partners the confidence that our educational hair goods are produced in sanctioned conditions.

SA8000 certification solidifies a commitment to human rights by guarding against the use of child and forced labor, discrimination and unfair disciplinary practices, working hours and compensation.



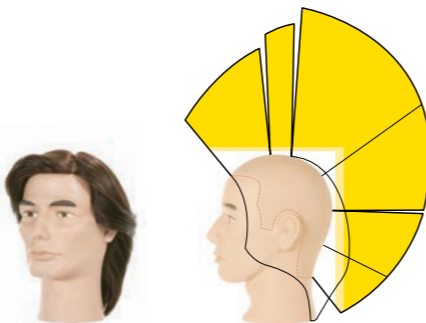
**INCREASE-LAYERED FORM**

Shorter interior lengths progress to longer exterior lengths. Ideal for longer layered sculptures, long hair designs, perming and coloring techniques.



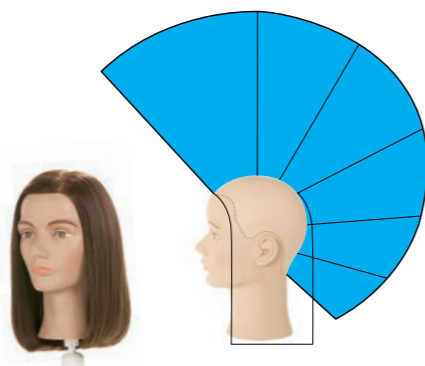
**UNIFORMLY LAYERED FORM**

Equal lengths consistent throughout. Ideal for medium-to-short hair sculptures, thermal and wet designing, perming and coloring techniques.



**GRADUATED FORM**

Shorter exterior lengths progress to longer interior lengths. Designed for men's sculpture, perming and coloring techniques. ●



**SOLID FORM**

Shorter exterior lengths progress to longer interior lengths. Ideal for creating "bob" and one-length hair sculptures, perming and coloring techniques. Use for graduated forms and long hair techniques.

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## The first medically-inspired professional cosmeceutical skincare range with patented Mésolift Marin

A pioneer in Marine Intelligence, the THALGO Laboratory has been exploring the Oceans for over 50 years to innovate and revolutionise the world of Professional Cosmetics. Thanks to this innovative scientific research, and in close collaboration with skin engineering specialists, including 3 renowned Dermatologists and 1 University Professor, the THALGO Laboratory is venturing into a new area of expertise:

Developed according to our core values, these products contain advanced molecules used in dermatology and outstanding marine ingredients to:

- offer major innovations that break away from traditional cosmetics
- deliver a rigorous cosmetic "treatment" capable of producing visible effects on the skin
- guarantee the unique effectiveness of our 2 products with proven and measured results.



# Dr Saqib Rashid

the smile expert



**You are the most popular President of the Pakistan Dental Association as I hear. What are some of the most important changes that you would like to bring about?**

I feel that education is key and patient awareness needs to be addressed on a country level. We live in a huge country with a population of 200 million and unfortunately with a bad oral health history. Apart from making reforms which strengthens the dental fraternity and the curriculum which is taught at various dental schools, we need to educate our population.

**With a successful practice such as yours, what does it take to be at the top?**

It is without a doubt that experience and hard work pays at the end. Also, it is very important to think of patients benefit, what protocols one should use, the products, and the safety

parameters a dentist should adhere to.

**Generally people are not aware of the different specialties in dentistry and end up in the wrong hands for a particular treatment. How do you think people can get more aware as to who does a root canal to someone who does braces?**

Generally, patients are not aware of the different specialties in dentistry and unfortunately dentists do not refer a difficult case to a specialist as they do in the west. I would request my fellow dentists through your magazine not to feel shy in referring patients that require special attention. Also, patients should be aware that for a root canal an endodontist should be consulted, for braces an orthodontist, for implants an Oral surgeon, periodontologist, prosthodontist and for surgery, a maxillofacial surgeon.

**Your major practice has been**

**endodontics and dental implants. Both these procedures go against each other. While endo treatments save the existing tooth, and on the other hand implantologists prefer to extract a failing tooth and place an implant. How do you balance both these procedures?**

For me, I would first try to save the tooth first with root canal treatment. If there is no survival of the tooth, I would recommend an implant surgery rather than the traditional bridge.

**The awareness on dental implants has increased yet there are many clinics who do not use a good quality implant. In your opinion, what are some questions which a patient should ask before going ahead with a dental implant procedure?**

Awareness on dental implants is increasing day by day. Many of my patients ask me which type of implant will I be using on them. Generally patients prefer USA and European implants over others because of high quality and reliability. It is important to inform patients which implant brand is being used on them and we generally put a sticker on their file. This helps the patient to know exactly which size and brand is used in case they want to see another dentist later on or in a different country.

**You have done the most number of Lumineers at your clinic. Kindly explain what is the difference between a normal veneer and a Lumineer.**

A Lumineer is an advanced form of a traditional veneer. The benefit is that teeth enamel does not need to be cut for preparation. Since Lumineers are very thin, and fabricated in USA, it gives me a perfect finish to a smile makeover on my patient.



**What has been patient reaction after Lumineers were placed on them? Are there expectations met since these are made in a lab outside of Pakistan.**

Patients are very happy with the results. The important thing is the shade and shape of the Lumineer which is taken care of as patients own impressions are sent to the lab outside of Pakistan.

**Do you think Lumineers are more for celebrities and media personalities or anyone should get it done?**

In my opinion, anyone looking for a smile makeover is a candidate. Off course, media personalities and celebrities are more concerned of their smile and are bigger candidates.

**How can one know more about Lumineers. Do you do any patient seminars or marketing?**

My team informs patients about the various options we can provide them to improve their smile. This includes procedures from teeth whitening, gum pigment removal by laser, to dental implants and Lumineers. We use patient brochures, facebook marketing, and in-clinic before/after images to spread awareness.

**The cosmetic dentistry segment is not that developed in Pakistan. A bride gets everything done to fix her hair, skin, makeup, nails, and even eye lashes, yet forgets to work on her teeth if there is any work required. Why do you think people only rush to a dentist when they tooth ache and not for their regular cleaning, whitening, or even smile makeovers?**

This is reality. Every few patients do follow up with their dentist due to lack of awareness about oral health. I believe we can do a lot these days to improve smiles, and a bride and groom both should definitely visit their dentist to find out more on how this can be done. ●

You can reach Dr. Saqib Rashid at [drsaqib.associates@gmail.com](mailto:drsaqib.associates@gmail.com)



# LUMINEERS®

DR.  
SAQIB RASHID

B.D.S, M.S.C, F.C.P.S, Diplomate ICOI

Lumineers are the newest form of veneers which avoid cutting tooth enamel to give you a perfect 'Celebrity smile'.



## CHANGE YOUR SMILE, CHANGE YOUR LIFE!

ASK DR. SAQIB RASHID TODAY HOW LUMINEERS CAN GIVE YOU A PERMANENTLY BEAUTIFUL WHITE SMILE.



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BY CERINATE®  
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DR SAQIB & ASSOCIATES

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Clifton, Karachi, Pakistan



# A LOOK INTO THE SCIENCE BEHIND THE ÜBERLISS BOND TREATMENT

BY CORYN MARZEJON

**A**t Überliss we take pride in discovering how and why things work the way they do. A few weeks ago we officially launched the Überliss Bond Treatment and we know you are all wondering, "What makes it stand out from competitors?"

Our award winning R&D team has perfected the Überliss Bond Treatment to sustain 98% of the hair's elasticity post coloring and lightening. Our claims are backed up by rigorous scientific testing of our own system as well as of other bond treatments in the market. None of their results even come close to matching ours.

But before we sit here and tell you that our Bond Treatment is better than the rest, we want to show you HOW and WHY it's better, and discuss the science behind it all. Let us first start with some chemistry lessons. We talked to Überliss' Principal Scientist, Dr. Maliha Syed, to give us the breakdown of the bonds in our hair:

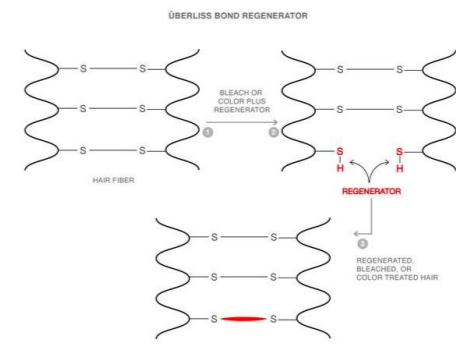
## AN INTRODUCTION TO BOND BUILDERS

The general structure of hair includes an outermost layer called the cuticle and an interior layer called the cortex. The hair is composed of different proteins, the most abundant one being keratin. These hair proteins contain an amino acid called cysteine. Cysteine contains sulfur-hydrogen (S-H or sulfhydryl bonds). When oxidized, the S-H bonds in cysteine react with each other creating disulfide or S-S crosslinks, which are stronger than the S-H bonds. These disulfide bonds are formed by our bodies before the hair emerges from the follicle. You may be wondering why S-S crosslinks are so important to hair. Disulfide crosslinks majorly contribute to your hair's high strength and elasticity and also lock in your hair's unique shape.

During the coloring and lightening process the hair's naturally occurring S-S crosslinks are broken. When lightener is applied to the hair, hydrogen peroxide (which is the

primary ingredient in bleach) strips the melanin and breaks the S-S crosslinks, creating not only weaker S-H bonds but also other types of bonds such as cysteic acid (SO3H) bonds.

The unique formula of the Überliss Bond Treatment is designed to repair and/or prevent crosslinks from breaking during the coloring and lightening process. We have chosen a unique active molecule, which is the primary component of the Bond Regenerator, to create or regenerate crosslinks in the both cuticle and cortex of the hair fiber.



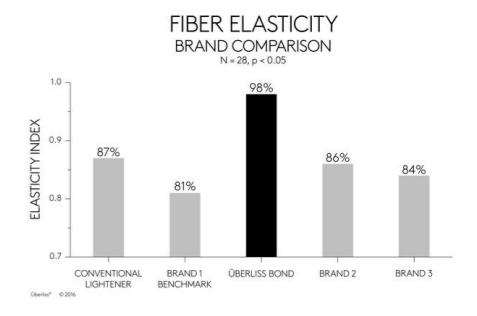
## WHAT ARE THE GENERAL MEASUREMENTS FOR GOOD HAIR?

Our avant-garde laboratory is continually testing the efficacy of our products, mainly to determine how to make your hair as healthy as possible. Below we have described a few of the general hallmarks of healthy hair along with an explanation of the testing we use. The lab results for the Überliss Bond Treatment as well as our competitors' bond systems are also revealed. Keep reading to see the results!

### HIGH ELASTICITY INDEX:

Hair fibers are naturally elastic, which means they can stretch but can also go back to their original shape after being pulled, twisted, combed, styled etc. Thus, elasticity is a very good measure of what's going on inside the hair. What's more is that hair's ability to be elastic is directly related to the presence of crosslinks.

Therefore, our elasticity test is a great measure of the amount of crosslinks in the hair fiber. A single hair fiber's elasticity is reported as an index, called "the elasticity index", which is a measure of the change in your hair's strength before and after chemical treatment. An example of the elasticity results for conventional lightener, the Überliss Bond System, and three other competing brands is shown in the "Fiber Elasticity" graph below. An elasticity value of 1.00 or 100% would indicate no loss in elasticity, representing a healthy hair fiber.

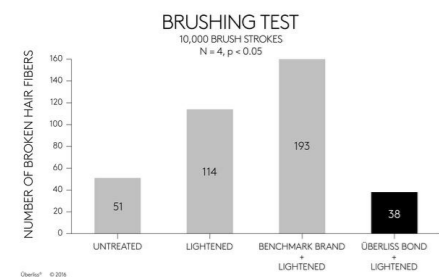


As can be seen by the "Fiber Elasticity" graph above, after lightening the hair with 40 volume developer and conventional lightener the hair's elasticity dropped to 87%, indicating that 13% of the hair's original elasticity was lost due to destruction of S-S bonds. By using the Überliss Bond Treatment however, 98% of the hair's original elasticity was preserved. The competing bond treatments did not improve the elasticity at all and the Überliss Bond system even outperformed the benchmark brand.

### FIBER BREAKAGE:

While elasticity demonstrates the ability of our hair to endure everyday strenuous activities such as brushing and styling, some hair fibers are too weak and simply break upon stretching. Thus we also have custom-made experiments that simulate these day-to-day activities that cause hair breakage. One example is our brushing test, which measures the number of hair fibers broken during continuous and repetitive brushing, e.g. during 10,000 brush strokes.

The average number of broken hair fibers is shown in the "Brushing Test" graph below for four different treatments:



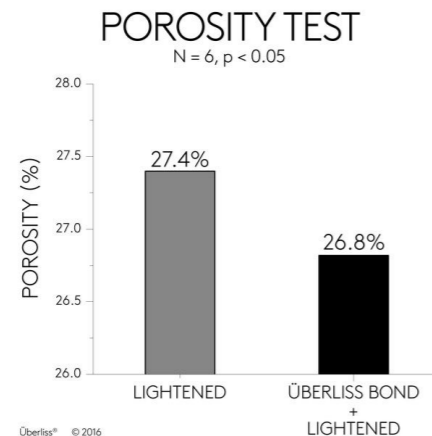
The fiber brushing test revealed that after 10,000 brush strokes, our control group (untreated hair) had 51 broken hair fibers, conventionally lightened hair displayed 114 broken hair fibers, the benchmark brand treatment resulted in 193 broken fibers, whereas hair treated with the Überliss Bond Treatment only had 38 broken hair fibers. This evidence suggests that hair treated with the Überliss Bond Treatment had the fewest amount of broken hair fibers and is 3X less prone to breakage when compared to conventional lightener.

#### POROSITY TEST:

When you chemically treat (color, lighten, etc.) your hair, chips, cracks, and pores are created on the hair surface, all of which serve as an entry way for outside elements to permeate into the hair fiber. Thus, these additional pores cause the hair to be more absorbent to substances like water for example. Frizz is a common problem with highly porous hair because the hair shaft has more openings available for humidity to enter and swell the hair. Having highly porous hair may also affect color retention—dyes may penetrate into the cortex faster but color will wash out faster too. All in all, high porosity hair is more susceptible to mechanical and chemical damage as well as breakage since the cortex of the hair is less protected.

We test the porosity of the hair by measuring the liquid retention of hair fibers through a weight test. This test aims to quantify the amount of liquid the hair can hold during various levels of damage. When the hair is very healthy, liquid goes in slower resulting in a lower % liquid retention

as compared to damaged hair in which it is easier for liquid to enter the hair shaft.



The "Porosity Test" graph above shows that the porosity of hair treated with the Überliss Bond Treatment is significantly less than the porosity of conventionally lightened hair. Hair treated with conventional lightener was therefore more damaged, showing 27.4% porosity, as compared to hair treated with the Bond Regenerator, which displayed 26.8% porosity.

#### SURFACE IMAGING:

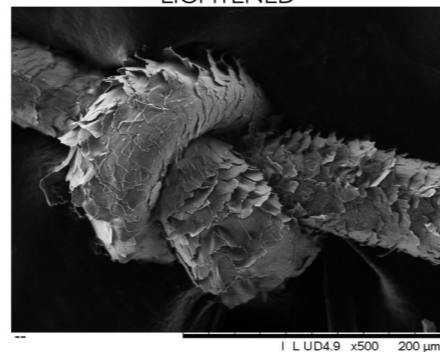
At Überliss we utilize a Scanning Electron Microscope (SEM) to analyze the surface damage incurred to the hair fiber as a result of chemical treatment. As can be seen from the "SEM Images" below, conventional lightener leaves the cuticles lifted considerably. The benchmark brand displayed cuticle chipping and a rough surface. The Überliss Bond Treatment yields an ideal surface image of the hair fiber—little to no cuticle chipping as well as smooth and flat cuticle layers.

We have put a lot of effort into creating the best bond treatment possible for stylists to achieve great coloring and lightening results for their clients.

We will continue to roll out science based material in the weeks to come. We think it's important to show you the data and facts behind our Überliss Bond Treatment. If you have any questions or are interested in learning more please leave comments below! ●

#### SCANNING ELECTRON MICROSCOPE IMAGES

LIGHTENED



BENCHMARK BRAND



ÜBERLISS BOND



# BOND REGENERATION

überliss



Layout & Designed by LUMINOUS FORMATION

Build broken bonds of hair caused by chemical and mechanical treatments including hair colour, bleach, straightening and blow drying.



New!

# Lighten



## 7 LEVELS in SECONDS!



**EXPRESS VIVIDS**



**FACE FRAMING & HIGHLIGHTS**

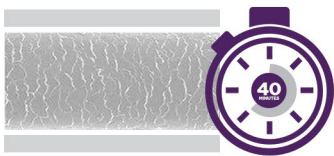


**TORTOISE SHELL & OMBRE**

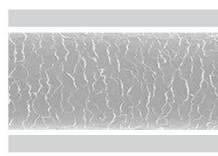
### WHAT DOES IT DO?

Use The Blonde Wand to expedite foil highlight processing, provide clients with lunchtime lightening services, create express VIVIDS in under an hour, remove gold banding and mor. It allows colorists to fully process foil highlights in seconds with less damage than a comparable lightener processed at room temperature for 40 minutes.

Unveiled & Designed by LUMINOUS FORMATION



**TRADITIONAL LIGHTENING**  
PROCESSED 40 MINUTES WITH TRADITIONAL  
POWDER LIGHTENER + 20 VOL



**VIRGIN HAIR**  
VIRGIN STRAND OF HAIR AS VIEWED  
UNDER A MICROSCOPE



**THE BLONDE WAND**  
PROCESSED 10 SECONDS WITH PURE LIGHT  
CREME LIGHTENER + 20 VOL



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