

Pakistan's First Professional Beauty Magazine

# aesthetic LIFE

DECEMBER 2018

**CLATUU**  
FAT FREEZING

COMPOUNDING  
**MEDICINE**

**LASH**  
BE LONG

**ORLY**  
NAILS LA

**PICOWAY**

**HIFSA KHAN**

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MAKEUP MASTERY



**ORLY®**

**BREATHABLE®**

**TREATMENT + COLOR**











# { CONTENTS }

**AESTHETICLIFE MAGAZINE, DECEMBER 2018**

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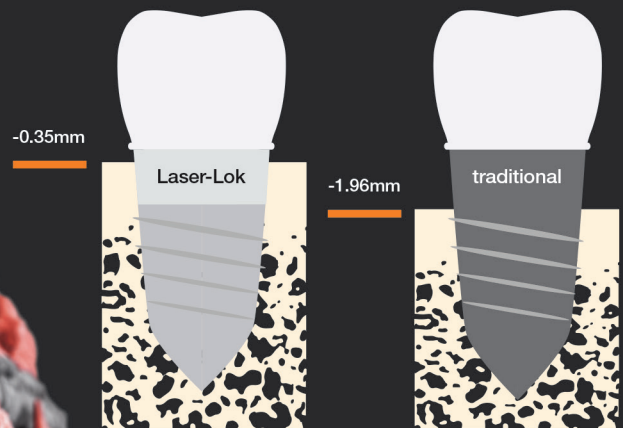
- |           |   |           |  |
|-----------|---|-----------|--|
| <b>08</b> | G Says  | <b>38</b> | BHRT (Bio-Identical Hormone Replacement Therapy)         |
| <b>10</b> | Pivot Point Launch                                    | <b>40</b> | An Innovative Treatment For Hirsutism: Topical Metformin |
| <b>14</b> | Pakistan's First Beauty Experience                    | <b>44</b> | BELLUNA by Welonda                                       |
| <b>16</b> | Orly Made in L.A.                                     | <b>46</b> | Pravana Looks  |
| <b>20</b> | Lash Be Long Professional Eyelash Extensions          | <b>52</b> | Pivot Point Salonability Cut & Color                     |
| <b>22</b> | Picoway   | <b>55</b> | Fantastic Hair from Short 2 Long                         |
| <b>24</b> | Clatuu Freeze   | <b>58</b> | Revlite SI Gold Standard Q-switched Technology           |
| <b>28</b> | Exclusive Interview with Hifsa Khan by Ghazanfar Rauf |           |  |
| <b>34</b> | Q & A with Dr. Khashif & Dr. Sumair                   |           |  |



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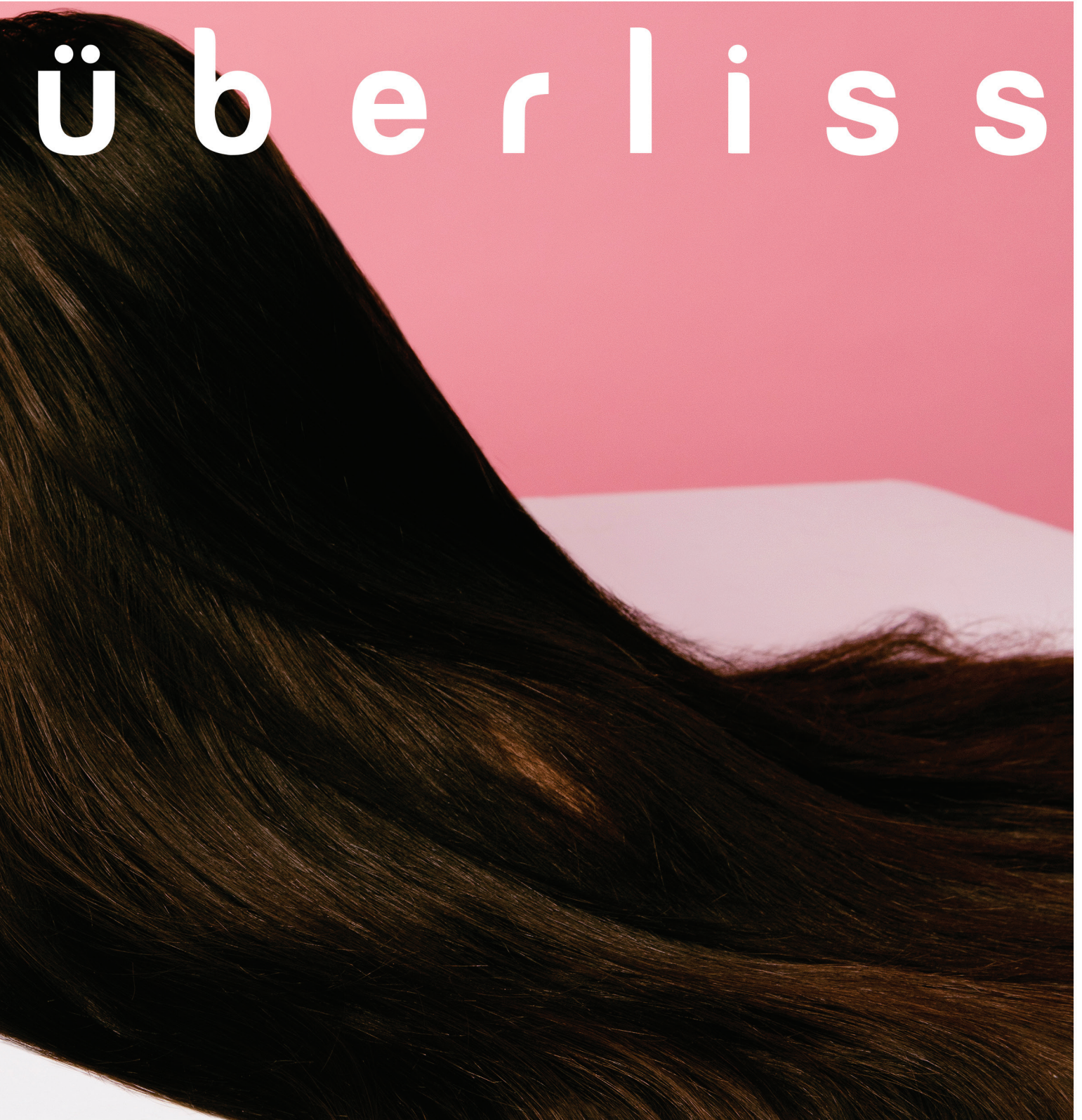
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# G SAYS

Hello Readers,

The aesthetic and beauty industry is evolving all the time. While most clinics and salons offer the same standard menu of services, some enterprising ones adopt new technology and offer treatments which are not common.

I get a lot of questions asked about procedures mostly from people who know me to have been in the industry for a long time. The questions have changed in the recent times. From the simple; 'Should I get fillers done?', 'Should I get threads done?', to 'Which fillers should I use for under eyes', and 'What threads to use, either PDO or PCL?'. This clearly shows that there is awareness in the society, however since there are no blogs or forums which speak of these treatments, there are many things which are still not known to the average person. For example, a recent rage has been Fat Freezing which saw a big campaign running where celebrities and TV channel anchors endorsing a certain brand. Well, the truth is those same individuals are getting these treatments done elsewhere. So, the question arises how does one know which clinic, equipment or clinician to choose? I guess word of mouth is still the best thing people rely on.

With the new government in place, there will be tougher controls on 'whitening creams', doctors who sell products only through their own clinics, and non doctors doing injectable treatments. The same regulations will apply on devices, most clinics which do not use FDA approved equipment will have to use registered medical equipment with Ministry of Health. All this will help the industry and the individual seeking a treatment with proven results.

The new project which excites me is Compounding Medicine and Hormonal Replacement Therapy. While compounding has been done for centuries, it is not the same what patients get in the USA when a doctor prescribes a customized medication. The local chemist will compound a pigmentation cream for example but is unable to provide something for anti aging or hormones for men and women health. It seems

to me the right time to enter this field where cutting edge science backed products will be formulated for patients who currently go to Europe/USA for the same.

HIFU became popular which was first introduced by Ulthera. It stands for 'High Intensity Focussed Ultrasound', and it creates controlled injury at different depths in the skin thereby creating a three dimensional tightening effect. This technology was soon copied by Korean devices and we see so many clinics now offering a HIFU treatment, but the question is do all these devices promise the same results as Ulthera, some of the devices do which are manufactured by good suppliers.

On the professional beauty side, while there have been many Wedding Shows & Exhibitions happening in the city, the first professional show will be happening in January called Beyond Beautiful by the renowned Freiha Altaf. This show and exhibition will cover the entire beauty sphere from nutrition, dermatology, fitness, yoga, beauty salons, diet, all under one forum. It is high time that our industry is supported by shows that help showcase new products and treatment providers.

Orly is the latest addition to AestheticLife portfolio which has a long history of being the first nail company to introduce the 'French Manicure' back in 1978. Jeff Pink is the man behind the brand from Los Angeles who recently introduced the transparent nail which looks like a game changer in the nail industry. The product will be available at leading salons in the country and in select retail outlets. ●

*G. Rauf*

Ghanzanfar Rauf  
Editor-in-Chief/Publisher



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**improves stretch marks**  
**reduces fine lines**



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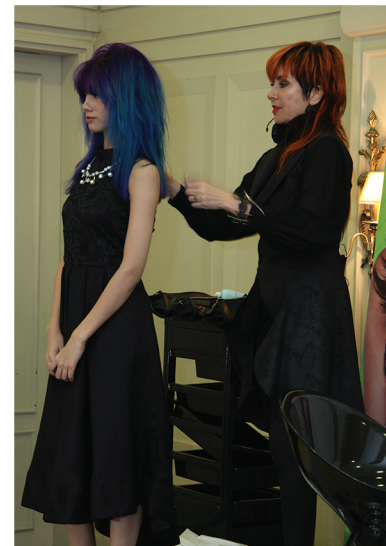




**PIVOT POINT**  
**LAUNCH EVENTS**  
 KARACHI, LAHORE, & ISLAMABAD  
 Salonability Cut & Color by Ms. Yolly Ten Koppel, Pivot Point  
 International Artistic Director & Master Educator, The  
 Netherlands.









# THALGO

LA BEAUTE MARINE

## INSTANT BRIGHTENING PROGRAM

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









CATWALK  
Presents

BEYOND BEAUTIFUL



# Pakistan's First **BEAUTY EXPERIENCE** 25th - 27th January 2019



## THE CONCEPT

'Beyond Beautiful' is a celebration of the 'perceptually ideal beauty'. We aim to convey that Beauty is multifaceted, diverse and layered; with each and every degree within it, being Glorious on its own, But that's not all...



## WHY ARE WE DOING THIS?

The Beauty Industry in Pakistan is growing with more brands / technologies being introduced. Hence, making it difficult for consumers to choose the right product suitable for their need & lifestyle. Consumers want avenues to explore products/technologies & discover beauty options. They want unique products and experiences. Its not about who they want to be, its about who they are and how they can embrace it.

They want to get inspired by latest trends, gain information and guidance on products that are relevant to their ethnicity and personal lifestyle.



## OUR AIM

With so much potential in the beauty industry and hardly any focused platform available in Pakistan, there is an opportunity to introduce a platform completely focusing on beauty (hair, make-up, skincare, wellness). Our aim is to create awareness, educate consumers and provide customized options with a mission to not just benefit one brand but the entire beauty and personal care industry as a whole in the long run.

We celebrate all of you, and your respective Crafts. We will do this by focusing on the brands themselves; their relative journeys, sampling their quality products and learning from their incomparable experiences.

**For us, 'Beyond Beautiful' is not just an event;** it is a Movement to Celebrate & Enhance Pakistani Beauty.



## OBJECTIVES

To Celebrate and Enhance Beauty Experience For Consumers & Industry Professionals.

Highlight & Showcase the Crafts, Products & Innovation related to Beauty and Wellness Industry.

Define Beauty Trends.

Garner Media Attention.

## TARGET AUDIENCE

MEN & WOMEN AGED 14-60 YEARS

Opportunity to interact directly with:

Hair Stylists and Colorists

Salon and Spa owners  
Hair-care and Cosmetic Brands

Make-up Artists

Hair/Beauty Institutes  
Beauty professionals (Health & fitness instructors, Students & Distributors)

Dental, Herbal and Laser Specialists ●





# ORLY®

## MADE IN L.A.

### IT ALL STARTS WITH INNOVATION.

It all starts with innovation. From the conception of timeless nail looks such as the Original French Manicure®, cutting-edge color, treatments, textures and design, to what's new and next in nails; it's all been created by the brains and beauty lovers at ORLY®. Family owned since 1975, ORLY® products are made with love at their HQ in Los Angeles, CA.



### THE ORIGINAL FRENCH MANICURE

In 1975, Jeff Pink created a natural nail look to help screen actresses speed up the time between wardrobe changes. Simple, classic and feminine, this time-saving manicure accentuated the nails without ever upstaging the outfit. Stylists and starlets loved the new

look that quickly spread through the fashion world. Once it hit the runways of Paris Jeff knew he had the perfect name... the French Manicure!



### THE COLORS

At ORLY we never stop looking for the next big idea. By keeping hot on the heels of the latest trends, our talented team of color experts deliver the bright ideas, hot colors and bold textures our fans love. Color is the foundation of everything we do. It is our heart, and soul, and the reflection of our multi-faceted personality. Full of the classics, the revolutionary and time-tested fan favorites the ORLY Permanent Color Collection has something for everyone.



### NAIL TREATMENTS

Beautiful manicures and pedicures start with strong, healthy nails. ORLY provides a comprehensive line of products and tools that prep, nourish, protect, add shine and shorten dry time. ORLY makes it easy to choose the right products, ensuring optimal results for every level of expertise. We also offer step-by-step videos and written tutorials to help you perfect the hottest new nail looks at home.



### THE GENIUS BRUSH + GRIPPER CAP

Our 600 bristle brush delivers precise, easy application with a new shape that fans out to fit the cuticle, delivering a smooth, even, beautiful finish. The patented Gripper Cap has a sleek ergonomic design for easy opening and a soft grip for the professional in you! ●









ORLY®  
**GELFX**®

Eliminate the sticky mess.  
Brush-on application.

The perfect blank canvas for color  
application and detailed nail art.



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SOAK-OFF  
SCULPTING GEL  
FOR NAIL EXTENSIONS

Easy to control, effortless application.  
Less filing needed. Reduces service time.





# LASH BE LONG

## PROFESSIONAL EYELASH EXTENSIONS

Created By Professionals... For Professionals

**L**ASH beLONG offers a complete line of eyelash extensions and essentials for beautiful, long-lasting results. Dedicated to providing professional estheticians with an extensive, in-depth training program and safe, high-quality products...LASH beLONG delivers. With various lash lengths and styles, estheticians are able to create customized looks to keep up with today's trends.

### TRAINING PROGRAM

One day (8-9 hours) comprehensive training focuses on both theoretical and practical hands- on curriculum

Participants will be instructed in the art of applying lash extensions and safety & sanitary procedures

Marketing tips and techniques are also covered to help students maximize income and expand their customer base

Students must purchase a LASH beLONG Professional Eyelash Extension Kit for the class

Limited to licensed professionals only

### PROFESSIONAL KIT

A complete professional kit that includes high-uality lashes, specialized tools and essential accessories. Over 200 applicacions.









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PicoWay®   
**Resolve**™  
Picosecond Holographic Fractional

  
PicoWay®  
The Clear Picosecond Laser Solution

**SYNERON**  **CANDELA**®





"I believe, the ultra-short PicoWay technology requires lower energies and yields faster clinical results than traditional Q-switched lasers. In my experience, the Nd:YAG wavelength can treat a wide variety of skin types and, with the reduced energy, minimizes thermal injury to the skin. I believe that the PicoWay will further revolutionize tattoo removal."

## PicoWay – The Clear Solution with Breakthrough Technology

### Have it both ways

532 nm & 1064 nm non-fractional & fractional picosecond laser

**NEW Resolve™ dual wavelength** picosecond fractional module Resolve for pigmentation, skin rejuvenation and toning

**With the non-fractional modality, treat a wide range of tattoos**  
2 wavelengths to treat all tattoo colors & types, including recalcitrant tattoos

### High peak power

Delivers energy over a broad range of spot sizes

### Short picosecond pulses

Allows energy delivery with minimal risk of side effects

World's 1st Dual Wavelength Picosecond Laser Now With Dual Wavelength Fractional Capabilities

Proprietary PicoWay technology has optimal flexibility to adjust wavelength (1064nm & 532nm), beam delivery, energy, spot size and repetition rate for completely customizable treatments.

### Exemplary performance

Integrated in a proven, reliable Candela platform.

### Optimal flexibility for optimal results

Adjust wavelength, energy, spot size and repetition rate to treat all skin types.

### Scalable

Robust design enables future application developments.

### Ergonomic handpieces

Featherweight handpieces and articulated arm mean improved user comfort over large treatment areas and long treatment days.

### Large spot sizes

Customize treatments with a broad range of spot sizes. Large spot sizes for faster coverage and the depth of penetration needed for some targets.

### Linked user interface

Dial it on the handpieces, see it on the screen.

### Easy to use

Streamlined guided mode user interface virtually eliminates a learning curve.

### Fits any of ce environment

Medium sized, mobile from room to room.

### Fast initiation time

Ready to use in less than 2 minutes.

### Low running costs

PicoWay Pulse-on-Demand ensures ultra-long lamp life.

Revolutionary Dual Wavelength Picosecond Fractional: 532nm & 1064nm

**Appealing:** A new way to treat your patients

**Versatile:** Treat skin rejuvenation, pigmentation and toning

**Revolutionary:** 1st laser with holographic fractional technology

### Predictable & Consistent:

Holographic technology ensures reproducible results. ●

### Available At:

Prof Dr Ikramullah Khan (ISB)  
Dr Tasneem Nakhoda (KHI)  
Dr Sheherbano Khan (ISB)  
Dr Haroon Nabi (LHR)  
Dr Shamsuddin (Quetta).











CLATUU   
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Limitations



# Perfect Fit Only for You



Everyone has different body shapes and unlike Cinderella's glass slipper, the CLATUU Alpha is designed to fit anyone. Stop being disappointed with other treatments and experience your own customized treatment with CLATUU Alpha.

## Various Applicators for Any Spot

The CLATUU Alpha's wide range of cooling cups are designed to perfection within our R&D labs and are suitable to conform to a large variety of body shapes and patients. Each individual cup helps to achieve a variety of customized treatment plans to effectively reduce fat cells for the ultimate body contouring experience.



## Expandable Range of Applicators for All Needs

The CLATUU Alpha cooling cup range will continuously expand and deliver based on the needs of the market. The technology of the CLATUU Alpha allows physicians to easily make additions to their treatment regimens.

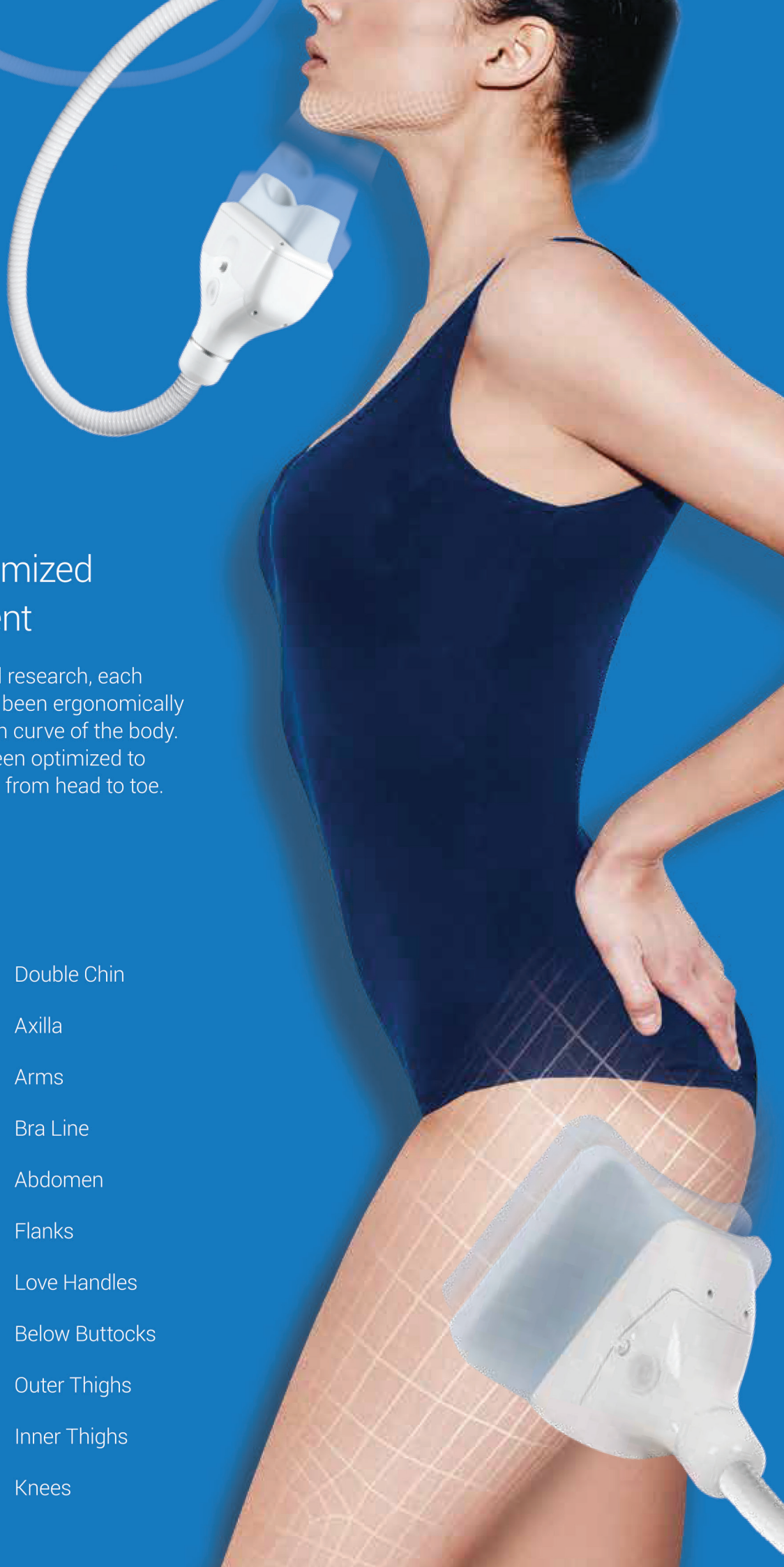


## Applicators Optimized for Any Treatment

After laborious testing and research, each individual cooling cup has been ergonomically designed to adhere to each curve of the body. The CLATUU Alpha has been optimized to achieve desired outcomes from head to toe.



- Double Chin
- Axilla
- Arms
- Bra Line
- Abdomen
- Flanks
- Love Handles
- Below Buttocks
- Outer Thighs
- Inner Thighs
- Knees









EXCLUSIVE

# INTERVIEW

## WITH HIFSA KHAN

BY GHAZANFAR RAUF

**It is a famous story that you were a banker who took a U turn to be a stylist. What convinced you that your future was here?**

Yes, that's true that I have been working as a Banker with International Banks including ABN Amro but, I have always been inclined towards arts since childhood, looking back, perhaps it was that facet of my personality which slowly became dominant over the years till it took a stronghold over my career.

This U turn came to my life when I got married and started a family. The break that I took for taking care of my baby gave me a chance to breathe and explore my inner passion. I had always loved makeup and my own wedding make up experience got me thinking that there was a lot of room in the bridal services industry in terms of the amount of time, love and care offered to the bride, and that void became my cue...

**Your business has grown over the years, with space expansion and staff. What is the biggest factor that is needed to run such a big operation?**

However, I am not hungry to go big & crazy. My focus is on maximizing output with the satisfaction of my clients held supreme but there are some golden rules which I followed to run Hifsa Khan Salon. The most important factor to run such a tricky and time taking business is obviously your passion. If you are not passionate about your work you

cannot succeed in any business. This business will always involve working around the clock on your toes and will require a lot of investment in time and patience to break even.

Like any other profession, a Salon needs professional qualifications so take up short or extended courses in makeup, skin and hair care before you start this Business and remember that you will have to evolve continuously as a beautician based on the latest trends and makeup/ styling techniques. The most important aspect of our expansion is because we do care for our customers by adhering to the most stringent measures that need to be taken to ensure the best standards of hygiene

**With so many makeup artists around, some working from their homes, what are some reasons why a bride-to-be -should choose a salon over home services?**

The reason to choose a salon over home services is that, a bride's wedding day is the most memorable and celebrated event of her life and she wants to look the best on this special day. A salon provides more professional ambiance for all the desires of the bride to make this experience a mesmerizing memory. And for me, to bring that about is a great responsibility which doesn't just start on the day of the event but much before that. We recommend our brides to make a booking with us a couple of months before the wedding day. The signature brides are then given a

demonstration based on thorough discussions about their skin tone, preferred colour palettes, jewelry, style of clothes and hairdos. My staff and I also mentor them about skin regimes and ways to improve their general well-being so that they look perfect for their wedding day.

We also understand that the run up to the wedding involves many stressful moments and heightened emotions, so when the bride walks into the salon on the day of the event, we make sure that she is provided with a space to relax and enjoy the process of getting ready for the best day of her life. Nothing lights us up like a satisfied bride who glows with happiness and confidence as she exits our salon.

**What do you say to the concept of makeup artists not wanting to teach makeup to other aspiring girls who want to come into this field?**

I always believe in sharing your skills with the others who come to this field and are vigilant to excel in this profession.

I am proud to say that over the years, where I have invested in personal trainings abroad, I have also been able to establish a staff base second to none in the salon services industry and this is obviously through trainings. To make my team a reflection of Hifsa Khan, I need to share my skills and tips with them and so I do on frequent basis.

My staff members from different departments such as hair, skin, beauty and makeup are periodically





trained on the job by local and international training experts such as hair-cutters/ stylists, colourists and skin experts.

To share my tips with others, we do, offer self-grooming and makeup classes every year at Hifsa Khan Salon & Studio.

**The general progression seen is that famous makeup artists want to create their own line of makeup. Do you have any plans to go into this direction?**

It's like a dream come true for every makeup guru when she finds her imaginary colors in the palettes on her table but unfortunately that's not a child's play to find these desired colors even from many international brands.

Like I myself get my makeup items assembled in customized lots from international manufacturers. And sometimes it becomes very hectic so it's far easier to convert your imagined colors into your own products and launch it as retail too. In this contour obsessed age,

in which we are living currently, creating your own line of makeup is the trendiest drift.

**I have seen you very active on TV morning shows, giving talks at colleges, etc. It definitely motivates young girls to become makeup and hair artists. Why is it still a taboo for girls from good families to become a beautician?**

Those Days are gone when the salon industry was stereotyped and to become a beautician was a nightmare for the good families. Now all the known makeup artists belong to very reputed families. I am the biggest example of this as I belong to a family background where many doctors, lawyers, businessmen were working at the peak of their careers when I chose this profession in spite of being successful in my banking profession.

The important thing being, whatever you do should be done after professional training and with a sense of perfection.

**What are your favorite makeup brands, and does it matter to buy expensive makeup?**

Yes it definitely matters; there is a reason why some brands are more expensive than the others like Chanel, Nars, Guerlian, Laura Mercier. Huda are more pigmented and higher in resolution than most economical brands in the market.

Atlier and Huda being my most favorite of the lot.

**What do you think is the level of beauty schools teaching makeup and hair education in Pakistan?**

All the schools are doing great. At least they are contributing towards the betterment of Salon industry









## **people pay more for bridal makeup than in Karachi or Islamabad. What do you think is the reason for this?**

I don't think so because people are ready to pay more for their desired makeup even in Karachi & Islamabad but the real thing is they should have believed that this makeup artist would create their desired look and will treat them like a princess, as a bride wants to be treated on her exceptional day. However, you can say Lahore has become the main hub of the best makeup artist now and has greatest intensity of competition as compared to Karachi and Islamabad.

by teaching this trickiest skill. In Pakistan the concept of salon technical education is growing fast and many companies are brining international trainers on a regular basis. This trend will increase in future hence making the industry more professional in term of technical skills.

I always admire those who join this segment after proper training from some professional institute.

## **With so many YouTube tutorial video's available; do you think one can become a makeup artist through this medium?**

Tutorials on YouTube or other social media sites can add to your knowledge if you already have the skills needed for makeup, but to convert this knowledge into a skill through these tutorials is very difficult rather impossible I would say. As for makeup artist, every face is a new lesson to learn.

Makeup skill is all about using your judgments to use makeup as per the features of the brides. Many times, a successful makeup tip becomes void for a certain face. And this judgement comes with experience.

## **Why there are no hair & makeup shows and beauty**

## **expo's taking place in Pakistan?**

Unfortunately, in the past beauty segments have always been neglected in Pakistan but now the trend is being changed and many good initiatives are being taken for this industry too. After CPEC intervention, beauty industry would grow more. As Chinese companies have vast experience and knowledge about the cosmetics sector and they would develop and produce cosmetics keeping in view the needs and demand of Pakistani market.

Definitely, the Chinese companies would hold events in various cities of Pakistan to create awareness about Chinese beauty products among Pakistani customers by having collaborations with Pakistani beauty brands. So the days are very near when hair & makeup shows will be conducted daily in almost all the big cities of Pakistan.

## **Is the beauty industry united in Pakistan?**

Yes, it can be said to a certain extent that the beauty industry in Pakistan is united in some ways, but we need more bonding and co-operation, to help each other grow.

## **Lahore is a vibrant city, and**

## **With medical aesthetics entering the salon industry, and vice versa, how do you see this trend?**

Medical aesthetic services involve high-technology skin care that represents the fusion of healthcare and beauty services. It is the use of advanced technologies to provide a medically based procedure designed to cause a significant cosmetic change or enhancement. These services can involve the use of lasers or other energy based devices.

Since the demand for anti-aging services has increased significantly therefore medical aesthetics would surely make its mark.

## **Any closing remarks?**

Be Passionate and perfectionist for all you want to do in your life. Always try to be the best for everything you do as there is no place of average people in this era of tough competition. My work philosophy has always revolved around customer satisfaction, which is why it has never been about crunching numbers for me. At Hifsa Khan Salon, we promise to treat each and every client that walks in with time, love, care and exemplary service. And this is what I would advise all. ●





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# DR. KASHIF & DR. SUMAIR

## When did you become interested in implant dentistry..?

### SK Answer:

As an undergraduate I was not an outstanding dental student, but I had a naturally ability for Oral Surgery. In my early postgraduate training I followed my interest in Oral Surgery and started teaching this. My interest in implant dentistry was sparked from an oral surgeons perspective but after completing a Masters programme in implant dentistry In 2008, I recognised my learning needs in postgraduate restorative dentistry and have focussed my personal development and training in advanced restorative and aesthetic dentistry for the last 5 years.

## When searching for a high quality dentist - what attributes, training and qualifications should a patient look for..?

### KH Answer:

The most reliable way to find a good quality dentist is through 'word of mouth' from a trusted friend or relative, who has had a good experience and is happy with the outcome of their treatment. You should always ensure that the dentist has a registered basic BDS qualification and then look for evidence of additional postgraduate training and also for any teaching experience.

Testimonials from other patients or online reviews can give some indication of what you can expect from the dentist or from the dental practice.

You should ask the dentist if they have any photographs of patients that they have treated themselves. Short courses (1-2 days) do not demonstrate a significant level of education and training, which requires long term programmes like Certificates (1 year) Diplomas (2-3 years) and Masters programmes (3-5 years).

Specialist Qualifications demonstrate a recognised high level of ability, along with qualifications from Europe or the USA, who have a high standard of education and training.

Generally patients can get a feel for the practice and the dentist by looking at the interaction of team members and talking to the receptionist, nurse and dentist. If the team do not appear competent during the initial examination and diagnosis and fail to explain the problems and treatment options to the patient - the patient should seek a second or even a third opinion.

If the patient is not fully confident that the dentist can provide the level of treatment required then they should keep looking.

## What do you find most rewarding about being a dentist..?

### SK Answer:

The gratitude from patients when they are pleased with the treatment outcome. Advanced/ Aesthetic treatment is not easily affordable and the patients place a high level of trust in the dentist and make a significant time commitment to undertake treatment.

It is important for the dentist to develop A good rapport and working relationship with their patient, so that they can manage their patient's expectations. The aim is to 'under promise' and 'over deliver' - this way the patient is nearly always happy with the outcome..!

When a patient is delighted with the treatment outcome and feels like their time, money and effort has been worth it - a dentist feels satisfied that they have done a good job.

Having new patients attend your clinic and tell you that you were recommended by a previous patient, is one of the best feelings.

## How do you feel about 'Cosmetic' dentistry..?

### KH Answer:

The term "Cosmetic" dentistry does not exist in undergraduate or postgraduate dental education and training. There is no recognised specialty training in 'cosmetic dentistry' anywhere in the world. "Cosmetic Dentistry" is a marketing term developed by advertising firms and used commonly by dental practices for promotional purposes. Cosmetic dentistry is often quite extensive and invasive (involving a lot of destruction of healthy tooth tissue) and there are more complications. In the U.K. The trend is towards 'minimally invasive' dentistry.

### SK Answer:

Generally speaking, for me the word 'cosmetic' suggests that you are masking and trying to improve upon the natural appearance of something - whilst the word 'aesthetic' suggests that something is being restored to its naturally beautiful appearance.

In dentistry if teeth are restored to their natural form (shape and shade) and function then the outcome is naturally aesthetic and successful.

## What concerns do you have about the increasing demand for cosmetic treatment from patients..?

### SK Answer:

Patients often present with unrealistic expectations having been influenced by images of models or celebrities in magazines. Most patients do not understand that they need to have a good level of oral health and be able to maintain this, before we can consider providing them with advanced restorative or aesthetic dental care.

Gum disease and dental decay are basic disease processes that need to be controlled to prevent further tooth loss, pain and infections. I often tell my patients "You should not lay new carpets down in a







house, whilst the roof is on fire". If the patient is very demanding and the dentist decides to overlook the basic disease to make a 'quick buck' for financial rewards - the outcome may be pleasing in the short term, but is likely to have serious complications and fail quickly afterwards.

**KH Answer:**

Unfortunately if your dentist does not practice minimally invasive dentistry, he/ she is unlikely to suggest straightening (orthodontic treatment) and teeth whitening - in the first instance - to try and restore the natural appearance of the teeth without being destructive. Cutting teeth to provide crowns or veneers causes irreversible loss of natural tooth tissue and irritation to the nerve inside the teeth which then often need root canal treatment as a result.

Lumineers (non-preparation veneers) and minimal preparation crowns / partial coverage crowns require your dentist to be properly trained in these and to use high quality dental technicians and laboratories - which are difficult to find and expensive to use. Implant dentistry is significantly less invasive and less destructive compared to placing conventional bridges, for restoring spaces where patients are missing teeth. It is very important that the dentist has the appropriate level of training and experience when providing advanced restorative and aesthetic treatment.

**What are the most common or popular cosmetic treatments requested by patients..!?**

**KH Answer:**

All patients want a naturally beautiful smile which will not only make them appear healthy and attractive but also give them confidence when speaking to people- which is very important in certain jobs.

Depending on the extent of damage caused by tooth decay, tooth wear and trauma the teeth will need different levels of treatment. In young patients, with minimal damage, often a naturally beautiful smile can be achieved through 'straightening and whitening' alone. In middle aged patients, with moderate damage, straightening



takes a little longer and they may not want to wear braces, so a combination of tooth whitening and minimal / non- preparation white fillings and veneers can be used to restore the front teeth (most prominent in the smile) to their natural form and function. In elderly or severely damaged teeth cases more extensive treatment is often required, including implant supported crowns or bridges where teeth are missing.

Extensive/ advanced restorative dentistry involving implants needs to be planned very carefully to produce a predictable and aesthetically pleasing outcome.

**Q7. What are some of the things that can go wrong..?**

**SK Answer:**

With minimally invasive dentistry

like 'straightening and whitening' there is very little that can go wrong if the basic diseases like gum disease and tooth decay are completely resolved first - and if the straightening is provided by a recognised specialist in orthodontics.

No qualified orthodontist should place braces in a mouth where there is uncontrolled gum disease or tooth decay.

Using whitening gel inside whitening trays in the presence of gum disease or tooth decay can make these worse very quickly. Uncontrolled gum disease ultimately causes tooth loss and uncontrolled tooth decay causes pain, nerve death and dental infections.

Teeth that are prepared for veneers suffer less tooth tissue destruction



than those prepared for crowns. On average 1 in 5 teeth prepared for crowns suffer nerve damage and require root canal treatment within 5-10 years of having the crown fitted.

Poor planning of restorative treatment can result in an unpredictable and unexpected outcome - we use photos and models of patient's teeth and temporary restorations to help patients develop an understanding of the intended outcome and to manage patients expectations. Poor planning of implant surgery can result in early failure of the implant or poor aesthetic results due to incorrect positioning and these problems are often very expensive and take a long time to fix.

### **What are the main differences between dental care provided in the U.K. from that provided in Pakistan..?**

#### **KH Answer:**

Whilst in Pakistan there is no medicolegal recourse or national complaints procedure for patients, the U.K. has had the highest rate of medicolegal litigation in the world for the last 3 years. Patients who are not happy with treatment outcomes are highly likely to complain and any dentist who cannot successfully resolve the issue is highly likely to be sued and could face formal charges from the GDC (national regulator).

This is managed through good patient communication and education during the diagnosis and treatment planning stages. Dentists in the U.K. are very unlikely to provide advanced or aesthetic dental treatment, without appropriate and recognised training and education.

Dental practices in the U.K. are highly regulated for standards of infection control, safe use of radiography, materials and equipment etc and we must adhere to national standards for patient safety and complaints handling in addition to evidence based treatment protocols and guidelines produced by specialist societies. Without national standards and regulations, in Pakistan the quality of dental practices and therefore the quality of dental care is much more variable. This means that

the patient needs to be much more careful and selective when choosing a dentist - especially for advanced restorative, implant and aesthetic dental treatment. ●





# BHRT

## BIO-IDENTICAL HORMONE REPLACEMENT THERAPY



Hormones affect many areas of health such as mood, metabolism, weight, appearance, posture, skin, energy, sexual and reproductive function. When hormones are out of balance, symptoms may impact your entire body. Unlike standard hormone therapy, customized hormone therapies use hormones that are chemically identical to what

is produced by the human body. In time, the body recognizes these hormones as your own and begins to allow them to mimic natural hormone functions in the body. A Human body is very unique, No two people are alike, and a "one-size-fits-all" model does NOT usually work for many patients. Physicians must recognize this fact and adopt

a custom tailored approach for their unique patients.

"One of Ubexi's location in Downtown Baltimore, MD name Patterson Park Pharmacy holds the highest number of credentials in the industry. Naming a few credentials are PCCA, PCAB, IACP, NABP, UCM, USP. We believe that every patient



of ours deserves the best quality and 100% attention from our staff. Every drug is made with the level of attention as if it is formulated for our children and family". Ubexi and Aesthetic Life is partnered to offer subject matter opinion and training for Physicians and Clinical Pharmacist.

Partnering with a highly skilled and well credentialed Compounding Pharmacy is essential so we can adapt treatments for both female and male patients. If you are having any of the following symptoms then you must consult with a Physician who is skilled and trained in BHRT (Bio-Identical Hormone Replacement Therapy).

- Female Health
- Fibrocystic Breasts
- Moodiness (Mood Swings)
- Depression
- Poor Metabolism
- Infertility
- Weight Management
- Erectile Dysfunction (Male)
- Pre-Mature Ejaculation (Male)
- Decreased Libido (Female / Male)
- Vaginal dryness
- Vaginal pain
- Stress incontinence
- Panic Attacks
- Swollen Breasts
- Heavy Periods
- Heart Disease
- Acne
- Oily Skin
- Anxiety
- Arthritis
- Bladder problems
- Brittle hair and nail
- Decrease in breast size
- Decrease in dexterity

- Diabetes
- Dry eyes
- Food cravings
- Increase in facial hair
- Increase cholesterol
- Low energy
- Night Sweats
- Insomnia
- Chronic Fatigue
- Bone Loss
- Hypothyroidism
- Increase risk of developing autoimmune disease
- Fibromyalgia
- Increase in tension headaches
- Joint pain
- Migraines

## BACKED BY REAL SCIENCE...

Conventional Hormones V.S BIO-IDENTICAL Hormones, a case study.

Conventional (commercially available) hormone replacement therapy results in increased thrombotic events, and an increased risk of breast cancer and dementia as evidenced in large prospective clinical trials including HERS I and the Women's Health Initiative.

The objective of a prospective, cohort, closed-label study conducted by Dr. Kenna Stephenson et al., of the Women's Wellness Center of The University of Texas Health Center, was to examine the long-term effects of compounded bioidentical transdermal hormones including estriol, estradiol, progesterone, DHEA, and testosterone on cardiovascular biomarkers, hemostatic, inflammatory, immune signaling factors; quality of life measures; and health outcomes in women within the context of a hormone

restoration model of care.

Recruitment from outpatient clinics at an academic medical center and the community at large resulted in three hundred (300) women giving signed consent. Following baseline measures, women received compounded transdermal bioidentical hormone therapy (80% Estriol/20% Estradiol and/or Progesterone) for eight weeks to meet established physiologic reference ranges for the luteal phase.

- Dosage Adjusted in 8 Weeks with addition of DHEA and Testosterone
- Trial Lasted for 36 months

### RESULTS:

Subjects receiving compounded transdermal bioidentical hormone therapy showed significant favorable changes in Greene Climacteric Scale scores, Hamilton Anxiety Scale, Hamilton Depression Scale, Visual Analog Pain Scale, fasting glucose, fasting triglycerides, MMP-9, C-reactive Protein, fibrinogen, Factor VII, Factor VIII, Insulin-Like Growth Factor 1, health outcomes of co-morbidities and a number of prescribed medications.

Administration of compounded transdermal bioidentical hormone therapy in doses targeted to physiologic reference ranges administered in a daily dose significantly relieved menopausal symptoms in women.

Cardiovascular biomarkers, inflammatory factors, immune signaling factors, and health outcomes were favorably impacted, despite very high life stress, and home and work strain in study subjects.

This model of care warrants consideration as an effective and safe clinical therapy for women especially in populations with high perceived stress and a history of stressful life events. ●



# AN INNOVATIVE TREATMENT FOR HIRSUTISM: TOPICAL METFORMIN

The term “hirsutism” is of Latin origin, meaning excessive growth of stiff hair, or simply hairiness. The common clinical use of the term refers to women with excess growth of stiff, pigmented hair (known as “terminal hair”) in a male pattern. Specific sites for excess hair are lips, chin, and chest.

In approximately 90% of hirsute females, the condition either is caused by an underlying polycystic ovarian syndrome (PCOS) or is idiopathic (of unknown cause).

One option may be topical metformin. It is well known that metformin reduces circulating androgens, which can decrease the occurrence of excess hair in women. Combining this with new research demonstrating a local effect when applied topically for hyperpigmentation, and reduce terminal hair growth.

## METFORMIN

Metformin is indicated as an off-label treatment for PCOS because it reduces circulating insulin, which decreases the concentration of free levels of androgens. A few studies have examined the influence of metformin on hirsutism as the primary end point. Kelly and Gordon – in a 14-month, randomized, double-blind, placebo-controlled crossover trial – demonstrated a modest reduction in hirsutism at the end of treatment.

Also, a six-month, randomized, controlled trial of 70 patients with PCOS who received metformin along with intense pulse light (IPL) for hair removal, when compared to IPL alone, demonstrated the superiority of the regimen employing metformin in combination with IPL.

Other evidence comes from dermatological research. Dermatologists have looked at metformin in a number of cutaneous disorders, such as hormonal acne, hidradenitis suppurativa and acanthosis nigricans. Very recently, systemic usage of metformin for psoriasis and cutaneous malignancies has shown promising



results. Interestingly, though, topical metformin has also been used in hyperpigmentation disorders. One of the proposed mechanisms for reducing pigmentation involves inhibiting the activity of protein kinase C beta (PKC- $\beta$ ). Another study demonstrated that inhibition of PKC- $\beta$  activity not only blocked tanning, but reduced basal pigmentation in the epidermis and hair.

Finally, there is promising evidence when looking again at metformin and insulin. Studies have shown that hair follicles that are exposed to excessive levels of insulin exhibit a higher growth rate. Conversely, hair follicles maintained in the absence of insulin or at typical levels prematurely entered a catagen-like state. The catagen phase is a transitional phase in which the hair follicle shrinks and is cut off from its blood supply. The hair does not grow during this phase, and melanin production stops.

**WARNING:** In renal failure metformin can lead to lactic



acidosis. Additional inhibition of hepatic gluconeogenesis by accumulation of the drug may aggravate fasting-induced ketoacidosis. It is recommended that the treatment is done under well trained physician in conjunction with highly credentialled compounding pharmacy.

Published online 2017 Sep 1.

## THE SCIENCE OF DELIVERY

Metformin in cutting edge endocrinology is used "TOPICALLY" to reduce blood glucose. The delivery vehicle and the process of formulating topical Metformin used for Hirsutism is very different than formulating topical Metformin for Hyperglycemia. When formulating Metformin for Hirsutism the cutting edge compounding lab will suspend the API (Active Pharmaceutical Ingredient) into a base which will resist the delivery of the drug into the blood stream contrarily with the formulation used for blood glucose reduction.

It is imperative that a prescriber look for a well credentialled compounding pharmacy (PCAB, IACP, NABP, USP and PCCA). It would be an insult to science if this process is understood merely as being as simple as mixing metformin in any available cream in an uncontrolled environment.

Asthetic Life is Partnered with UBEXI, Ubexi is an American firm which owns several healthcare related businesses in the US from Washington, DC to Texas (Compounding Pharmacies, Specialty Pharmacies, Medical Supply and DME businesses, Data Analytics firm, and Business Consultation group for Physicians and Pharmacies). Majority of high end compounding formulation comes from Baltimore, MD facility [www.pattersonparkpharmacy.com](http://www.pattersonparkpharmacy.com), <https://www.facebook.com/pccarx/photos/a.109424709142/10156256519429143/?type=3&theater>

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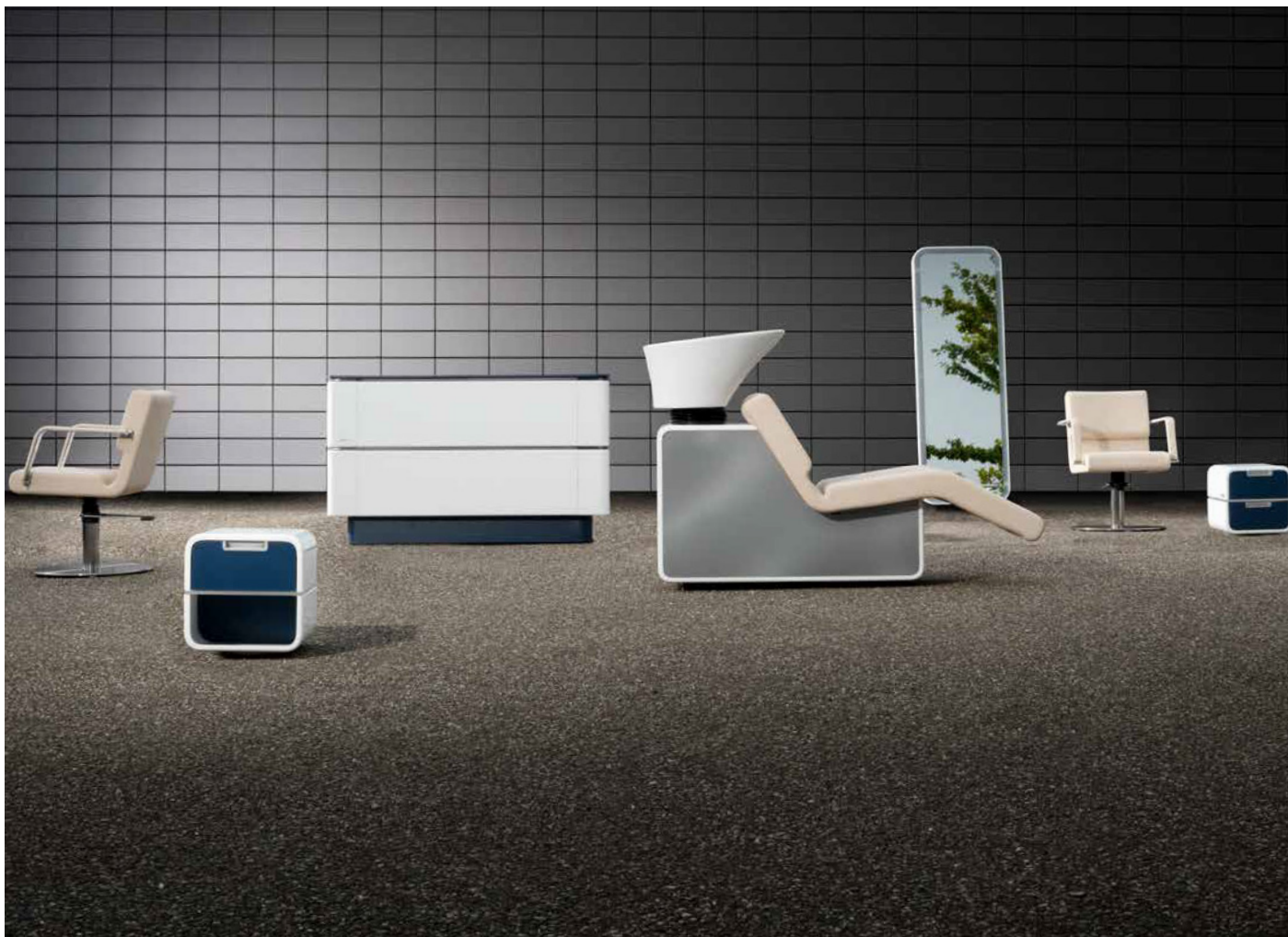
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# BELLUNA BY welonda

## FOCUS ON BELLUNA AS A WHOLE

Belluna furniture, with its well-known Chair, Wash and Relax variants, is characterised by rounded contours and is powerful in its simplicity. The extended mirror of the new Belluna Style gives the styling unit a refreshing look which is perfectly in keeping with the new Belluna Element wall unit. We are proud to introduce the Belluna Meet reception desk, which will introduce your customers to Belluna's powerful designs as soon as they enter your salon.

Belluna products are individual eye-catchers in any room, but are also in perfect harmony with all other units. Be inspired by the photos and lose yourself in the world of Belluna.



## ROMANTIC VINTAGE

Tranquil and modern, with a touch of romance. An atmosphere where your customers will immediately feel at home. You can create a warm and welcoming meeting place in your salon by combining white Belluna furniture with 'Marmor Carrara' stone effects, contrasting green walls and 'Sherry'-tinted upholstery. The silver side panels of the Belluna

Wash with footrest, and the stainless steel Disc-Base of the Belluna Chair, form a stunning whole with veins in the marble surface. This helps to create a sense of tranquillity, despite the daring use of colours.



## WINTER SUNSET

The sun sinks slowly behind the horizon, where blue light makes way for a stunning array of colours



ranging from violet to orange. Nature then paints its contours in black against the soft tints of the background.

If you have metal window frames, they can be perfectly combined with metallic black Belluna furniture, deep purple 'Amethyst' upholstery and a 'Sanga Wenge Natur' wood finish. Black has also been incorporated into the side panels of the Belluna Wash with electric leg section and the base of the Belluna Chair. The welcoming feel and mystic atmosphere in this sleek interior has been created by incorporating LED lighting into the furniture and adding details in a warm orange colour.



## MIDNIGHT MARINE

Robust and soft like the contrast between deep-blue water and sunlight, which almost turns pink in this cool atmosphere.

It is a bold move to place white Belluna furniture, with light 'Bull Bahama Beige' upholstery, in dark surroundings. The balance between product and surroundings has been created via the 'Dunkelblau' decor of Belluna furniture and the black side panels of the Belluna Relax. The Belluna Chair with stainless steel Disc-Base completes this sleek, modern interior!



## OVERALL GREEN

Surroundings where imaginations run wild and creative new ideas are born.

Furniture in this inspirational space, which is based on a 'nature' theme, is silver with a 'Dunkelblau' wooden decor. The various colours in the upholstery refer to the versatility of nature and its countless hues. The Belluna Chair has been upholstered in 'Limone' and really stands out thanks to its black base. The photo on the wall and the Belluna Relax in 'Petrol' also catch the eye, while the silver frame and side panels help to place emphasis on the lounge and the surroundings. An inviting place

to relax and recharge your batteries.

## NATURAL FRESH

The tranquil and neutral look has been created by the silver frame of the furniture, the dark grey 'Buffalo Anthrazit' upholstery, an aluminium base and the wooden details of the 'Sonoma Eiche Trüffel'. LED lighting and the contrasting yellow give the space a surprisingly warm atmosphere and make your salon a place where people forget their worries and experience positive energy. The Belluna Wash with adjustable footrest has been placed in a separate area to enhance the feeling of ultimate relaxation. ●







**PRAVANA**™  
*Looks*





**STUDIO Z**  
SALON & SPA





THE HAIR MAGICIAN  
*meryam asghar*





THE HAIR MAGICIAN  
*meryam asghar*





THE HAIR MAGICIAN  
*meryam asghar*







# PIVOT POINT SALONABILITY CUT & COLOR



## DIFFERENCE

There are many programs on the market today that focus on cutting and coloring techniques and trends, but most stop there. Salonability Cut & Color goes deep into the “why” before showing the appropriate “how” for each individual client.

## WHY

Client consultation is one of the most important aspects of hair design; technique alone doesn't drive success. Salonability Cut & Color steps the learner through each consultation, providing insight into the client's personality traits, hair type and lifestyle preferences.

Once personal insight is gained, our experts recommend cut, color and style techniques specifically suited for this

individual client, and explain why this approach will be successful.

## 8 CONTEMPORARY WORKSHOPS IN-DEPTH HOW- TO'S

After a thorough consultation and agreement from the client,



these 8 step-by-step workshops feature advanced cutting and coloring techniques designed to accentuate the features and complement the lifestyle and personality of each client.

The techniques learned apply to design customization for each individual, yet transcend these workshops, giving learners new skills to adapt to future clients.

## WHY PIVOT POINT SALONABILITY?

Stylists expect it and salon owners demand it. Stylists that have the most successful careers are those that know how to build a strong clientele base, establish great rapport with salon guests and create fashionable looks that keep them coming back.

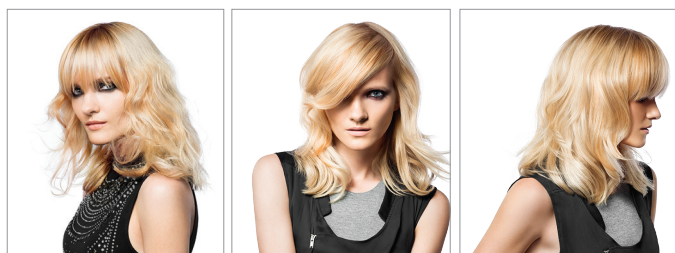
Understanding and utilizing style composition as a process will lead to the most successful relationships between stylist and guest. Salonability Cut & Color will mindfully guide learners through this process to

enhance their salonability.

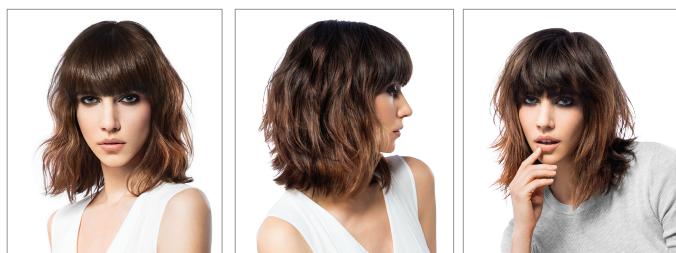
Strong consultation skills lead to valuable information. Based upon information received, the learner has the ability to determine appropriate design decisions, leading to the overall design plan.

Once the plan is determined and agreed upon from the client, the learner applies their technical skills to execute the design.

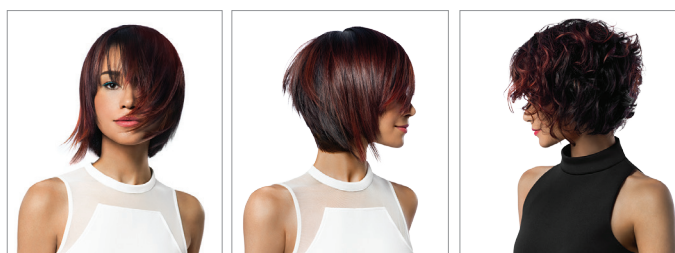
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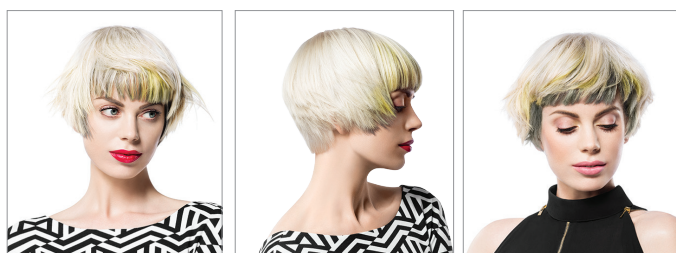
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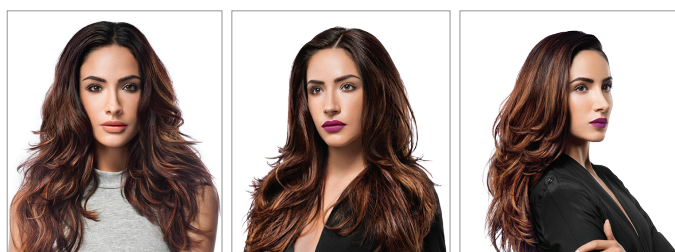
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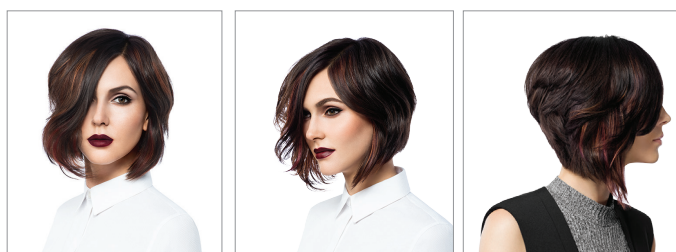
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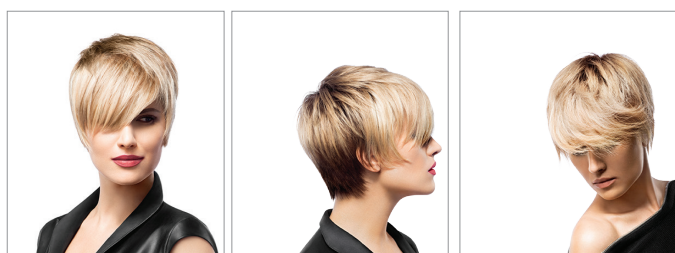
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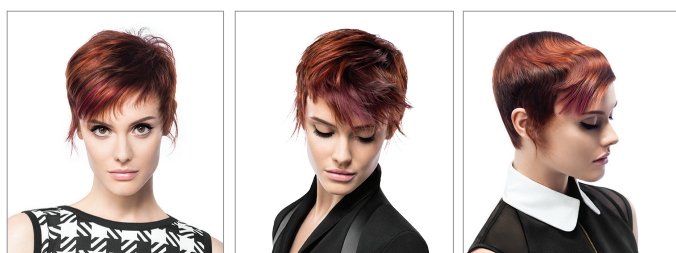
### NATASHA



### ALINA



### AUDREY







# PIVOT POINT SCISSORS



## 1. SHARK FIN SET

14 cm cutting scissors  
 14 cm texturising scissors  
 Hand-welded 440-A  
 Japanese steel  
 Innovative, ergonomic handle  
 combined with Shark Fin's  
 finger- fitting system provide  
 maximum control and comfort

## 2. SHINZU SET

14 cm cutting scissors  
 14 cm texturising scissors



Hand-welded Japanese steel

## 3. MATSUZAKI 2-STAR SET

MATSUZAKI 2-STAR CUTTING  
 SCISSOR

MATSUZAKI 2-STAR  
 TEXTURISING SHEAR

14 cm cutting scissors  
 15 1/2 cm texturising scissors  
 Japanese steel, the highest  
 carbon content of 400C series



stainless steel\*  
 Special anti-corrosive steel  
 blend  
 Set includes pouch

\*Matsuzaki 2-star series only

## 4. MATSUZAKI 1-STAR SET

MATSUZAKI 1-STAR CUTTING  
 SCISSOR

MATSUZAKI 1-STAR  
 TEXTURISING SCISSOR





FANTASTIC HAIR FROM  
*short***2***long*<sup>TM</sup>  
JUST A FEW HOURS





In the changing world of technology, if you don't keep up... you will be left behind. Expand your future and knowledge by offering your clients the safest way to change and enhance their life.

Short2long's hair extension system is the strongest and safest methods on the market. Short2Long uses 2 methods of applying the highest quality hair extensions in the world. Using no heat, glue, or chemicals our system is easy to install and remove by a styling professional. Our hair extensions are applied with the highest quality, 100% natural human hair available in the market today and are produced exclusively in the United States. They are applied with the exclusive Strand by Strand Method or Tape In Extensions Method. Short2long extensions wear like your own natural hair causing no damage! In fact, it allows your natural hair to grow longer and healthier in the process. Plus each method is completely reusable!

Choosing the correct method is extremely important to the client and as a stylist having two methods and 5 textures to choose from gives you the ability to provide the best options for your client. Short2Long offers 5 varieties of hair texture, natural wave, natural

straight, strong "S" wave and a spiral curl, and yake, in both I-Tip Hair Extensions as well Tape In Hair Extensions. Short- 2Long also offers a custom quality in both methods that will allow you to totally develop the color, texture and length that will perfectly suit your client.

### PERMIUM QUALITY

Premium Cuticle Hair has been treated but not compromised to achieve the best performance with neat identical cuticle status. Premium Cuticle Hair is the complete hair strand (including the cuticle) that retains its ability to remain tangle free and more of its original luster. It is referred by many as "Remy", "Virgin" or "Cut Hair". Short2Long is the only company to offer customers newly crafted 100% Premium Cuticle Hair in hair extensions all produced in the United States. The hair is manufactured in a safe and organic method that keeps the cuticle intact and gives the hair a healthy feel and shine.

## Tape In Extensions



### NATURAL EUROPEAN TEXTURE (SLIGHT WAVE)

Premium. Natural European Texture has a fine texture with a slight body wave pattern. Exceptional quality hair. Gentle Processing and innovative method preserves the cuticle layer of the hair which is arranged in the same direction.

Available in: 12"



### NATURAL STRAIGHT TEXTURE

Premium Natural Straight is naturally straight, meaning they will have a slight bend/wave but very slight. Processing and innovative method preserves the cuticle layer of the hair which is arranged in the same direction. It can be styled with



your regular hot tools.

Available in: 16"-18", 20"-22"



### **EURO FINE TEXTURE (NATURAL WAVE)**

Exceptional quality hair. Gentle Processing and innovative method preserves the cuticle layer of the hair which is arranged in the

same direction. Premium Euro Fine texture has a soft, silky natural body wave that is beautiful and long-lasting.

Available in: 16", 20"



### **ITALIAN WAVE TEXTURE**

Premium Italian Wave Strands is a deep wave texture, it has a strong "S" wave pattern. Premium Italian Wave Texture is a natural curl, it

is not permed. It is ideal for a client with a natural strong wave texture.

Available in: 16", 20"

**“Seamless,  
comfortable  
extensions  
perfect for  
every active  
woman.”**





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## Gold Standard Q-Switched Technology

Revlite SI Electro Optic Q-Switched Nd:YAG laser featuring the Smart In nite™ (SI) Handpiece and PTP provides enhanced power and versatility.

### PROVEN RELIABILITY

Revlite SI is considered globally as the "gold standard" Q-switched laser with an industry-leading number of peer-reviewed publications supporting its track record for success and clinical efficacy.

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Smart In nite™ Handpiece communicates directly with the laser for faster treatments, and unparalleled precision through 0.1 mm adjustment capability from 1.2-8.5 mm.

Constant aiming beam intensity allows for more precise treatments as beam diameter changes.

New, modern Graphic User Interface (GUI) is extremely easy to use, reducing treatment and prep time with convenient pre-sets and enhanced customization.

### MAXIMUM POWER

High peak power, and short pulse duration result in PhotoAcoustic action to shatter the target chromophore while minimizing harm to surrounding tissue.

True flat-top beam profile delivers high energy evenly over the skin's surface significantly reducing potential side-effects.

### Optional Features

#### MULTILITE™ DYE HANDPIECES

Extend the wavelength capabilities of the laser to include 585 nm and 650 nm for the treatment of tattoos and pigmented lesions.

#### 532LITE™ HANDPIECE

Provides very low fluences at smaller spot sizes in continual 0.1 mm micro-adjustments, from 1.2 mm–3 mm for treatment of pigmented lesions. ●

- Melasma
- Epidermal and Dermal
- Pigment
- Skin Resurfacing
- Wrinkles
- Acne Scars
- Hori's Nevus
- Nevus of Ota
- Vellus Hair







DR HAROON NABI (LHR), DR HUMAYUN MOHMAND (ISD), DR SHUMAILA KHAN (ISD)  
GEN ZAFAR SHAIKH (ISD), DR TASNEEM NAKHODA (KHI), DR NAQIBA MUNSHI (KHI), Dr. AMBREEN ROSHAN (KHI)





# THALGO

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Innovative  
technology  
Creator of Beauty

- Anti-Ageing Activator ●
- Purity Reviver ●
- Hydration Corrector ●

## AVAILABLE

Aliya Farooq Salon (Karachi) | Oxygen Spa (Karachi) | Beauty Iconz Royale Salon (Sialkot)  
Splitend Salon (Lahore) | Hifsa Khan Salon (Lahore) | Asma T Salon (Lahore) | Nina G (Lahore)  
Jugnu Salon & Studio - Bahria (Islamabad) | Maisha Spa Serena Hotel (Islamabad)



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