

Pakistan's First Professional Beauty Magazine

aesthetic LIFE

Issue 2 | May 2011



BEST BEAUTY PRODUCTS TO RE-INVENT YOUR LOOK

TIPS TO LOOK SLIMMER

SCARS NO MORE...

THE LASER GURU

HARROON

AESTHETIC LIFE TALKS TO THE STUNNING DR. HARROON NABI

BONUS: AGING - TURN BACK THE CLOCK | EXCLUSIVE SECOND EDITION





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EDITORIAL NOTE

04 G Says...

This issue will highlight some expat personalities and those visiting Pakistan and offering their services to the Pakistanis. Find them on the AestheticLife facebook page. They are as good as one can get in US/UK, so get a hold of them at a price point you just wished.

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ON THE COVER

Get to know about Dr Haroon Nabi, the laser guru exclusively at AestheticLife magazine.

Read on about his achievements and secret behind being amazingly successful.



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THE DENTAL SURGERY

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GHAZANFAR RAUF - EDITOR-IN-CHIEF / PUBLISHER

G Says...

Just when the 1st issue was going into print, I received a 360-page leading fashion magazine on my desk. It is my favourite magazine not because of the content but because of its fine print quality and high quality images. In a time when we have around 80 channels on the cable network, it takes a good effort to rope in the average reader who has a choice of about three dozen fashion magazines. While the idea of the AestheticLife magazine was brewing, I did not have enough content to make it even 100 pages. With a good editorial board now, there are going to be more articles by the famous personalities featured in this section.

The 1st issue received good acclaim, though still malnourished in size, I started writing the 2nd copy on board during my trip to KL. It is interesting to note that while the country is gripped with power shortage, inflation, unemployment and people leaving the country, the number of cosmetic clinics are increasing. This explains a two faced phenomena, general awareness on the increase and more people spending to look good and young. I also observed that the clinics and salons who did not have a marketing plan are now thinking about smart ways to attract patients and clients. Some of the enterprising setups have good websites and facebook

presence and have managed to come out with crisp portfolios and services menu's.

I am going to include some International personalities from this issue, including expat Pakistani doctors, individuals who happen to visit the country once or twice a year. They are as good as one can get in US/UK, so get a hold of them while you can at a price point you just wished. ●

Enjoy the 2nd issue!

Losing one or more
of your teeth
can cause a
gap in your
Smile



Missing teeth and loose dentures make many people avoid social settings because they are too self-conscious about their appearance. Current dental procedures however, replace everything from a single missing tooth to a completely missing arch. Don't let another day go by without taking this important first step to restoring your confidence and your smile!

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EDITORIAL TEAM

▶ I am happy to see such a good quality of the 1st professional beauty magazine. It is a good effort and there are a plenty of interesting procedures for my patients to read about new procedures. Rather than to educate each patient one at a time, this magazine actually helps me introduce a procedure which they have come across in a local magazine.



DR. AFZAL LODHI
Dermatologist

▶ Wow, it is a magazine just like one which I can find in the UK or US. I am glad there is one now in Pakistan. The content is original, not copied from the internet and features procedures which are available in Pakistan. I wish AestheticLife all the best for the future.



DR. TASNEEM NAKHODA
Dermatologist

▶ I am happy that the first issue turned out well. It has created a buzz amongst my patients who took away free copies from clinic. It is a good medium for clinics to advertise as it reaches out to the selected audience in three of the biggest cities, Karachi, Lahore and Islamabad.



DR. HAROON NABI
Dermatologist

▶ AestheticLife has taken a bold step to come out with a magazine. There are many procedures which are not talked about or discussed in a typical fashion magazine because their audience is not generally seeking cosmetic surgery advice. Now, I can even contribute articles which will promote what cosmetic surgery has to offer in Pakistan.



DR. MABROOR BHATTI
Plastic Surgeon

▶ Bravo! It is a step in the right direction for cosmetic procedures in Pakistan. The magazine features interesting articles which one can relate to and is available here. It highlights trained people who have earned credibility and respect over the years. I will be a regular contributor in the coming issues.



DR. HUMAYUN MOHMAND
Plastic Surgeon

▶ The magazine has turned out nicely, and I look forward to reading articles related to my field in the next issue. My clients want to be informed of the latest in hair treatment and I feel this magazine would carry interesting reads. Keep it up!



NINA LOTIA
Hair Expert

▶ It is good to see articles on Spa services, something which has not been highlighted so far in Pakistani magazines. The Spa culture has yet to mature in Pakistan and having to read about it will definitely create more awareness.



SHAHLA IJAZ
Spa Consultant

▶ I found the magazine to be of international quality. I feel something like this was needed for readers seeking cosmetic procedures. I will be glad to contribute with an article on lasers and aesthetic medicine.



DR. IKRAMULLAH KHAN
Dermatologist

▶ Cosmetic dentistry has not evolved in Pakistan due to lack of awareness and the average lab work which we get for our patients. Porcelain veneers, reverse brackets, and something like Invisalign have yet to arrive in a big way in Pakistan. I am sure this magazine will highlight some of the procedures which are readily available in the West, and due to patient's demand, will get it here very soon.



DR. SAQIB RASHID
Dentist

▶ I am impressed with the magazine of this kind in Pakistan and feel it gives us a forum to talk about professional beauty services available to our clients. It is good that my clients can read up on new products and procedures so they can acknowledge their availability in Pakistan.



SABA ANSARI
Make up Artist

▶ I have been writing articles for different magazines, and it will be a pleasure to be a contributor to the AestheticLife magazine. I feel it is a good effort to have a single magazine featuring both medical and beauty procedures. Keep it up.



ROHANA IQBAL
Beauty Expert

▶ I feel honored to be part of the editorial board and am willing to provide articles which my patients would like to read. Since my clinic caters to a clientele which is educated and aware, a magazine like this would appeal to them provided the articles are thoroughly researched and approved by respective people on the editorial team.



DR. ZEERAK SAMUEL
Dentist

▶ It is a good magazine which focuses entirely on beauty. There should be more articles and you will soon see my contribution as well. Skin treatments are in the lime light and there are various new procedures available now in Pakistan.



ALIYA FAROOQ
Skin Expert

▶ I have not been involved with a magazine before but will now be with this one. I feel there should be genuine articles vetted by the professionals in this field. I encourage everyone in this board to write about the latest procedure that is available, and highlight products that speak of quality.



ROZINA LADKAWALA
Beauty Expert

▶ I feel good to be part of such an excellent effort; a magazine which talks about cosmetic dentistry in a way which is pleasant to read. The articles are well written in an easily understandable language, unlike reading in some other journals which are too technical for the average reader to understand. Bravo!



DR. MUZAFFAR QURESHI
Dental Surgeon

in the NEWS



It is encouraging to note the progress one can see from designer lawns to Cinema Multiplex's, weddings to men's salons, launch events and giveaways. While weddings have gone into the million dollar figure, all the businesses associated with it also boast a smiley face. Depilex made a challenging move to offer everything related to a wedding including honey moon travels, jewellery designers, dress designers etc. Now you can find all the important wedding services under one roof at Depilex.

Peng Qureshi opened a mens's salon in Karachi after the grand opening of Toni & Guys in Lahore.

Shahla Ijaz of the Beyond Bliss Spa has shifted into a bigger and better equipped Spa at Clifton catering to a select clientele looking for quality services. The launch party was well attended and appreciated by the aluminati of the city.

Dawood Capital Management Ltd., managers of LADIESFUND®, presented the LADIESFUND® Entrepreneurship Conference held on 25th Septmeber, 2010 at the beautiful Avari Towers Hotel in Karachi for the purpose of educating and training 400 participants entailing both males and females to

become successful entrepreneurs. This conference comprised of phenomenal entrepreneurs of the nation namely Ms. Nilofer Saeed of Hobnob/N'eco's/Copper Kettle, Ms. Sameera Raja of Canvas Art Gallery, Ms. Selina Rashid of Lotus Client Management and PR, Ms. Muna Siddiqui of Craft Company, Mr Mohammad Javed of Students and Mr. Amir Adnan who enlightened the event with their success stories and experiences.

The feel at the Atrium Multiplex Cinema is international. The popcorns at last taste good which nobody has been able to fix until now. I always believed a movie is an experience and it starts from the moment one steps into the lush carpeting and encounters life size posters of the current and upcoming block busters.

The Asian Academy of Continuing Dental Education and Research (ACDER) event held at the Expo Centre in Karachi was very well organized by Dr Mahmood Haider and his team. Some foreign delegates who attended the event included Dr Marwan Qadem (Palestine), Mr. Husni Hanafieh (Jordan) and his wife Rosie. ●



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¹ AmericanHealthandBeauty.com
² Through Coagulation

Dr. Haroon Nabi

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Dermatologist & Cosmetic laser surgeon,
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PRODUCT QUALITY IN YOUR FACE

HAVE YOU EVER ASKED YOUR DENTIST WHICH PRODUCTS IS HE OR SHE USING? IF YOU HAVE, DID YOU EVER CHECK THE BOX, WHERE IT IS MADE, EXPIRY AND STERILITY? I SAY THIS BECAUSE IT IS INCREASINGLY IMPORTANT TO KNOW THESE THINGS SO THAT YOU GET YOUR MONEY'S WORTH.

A filling, root canal, or implant when fails is usually blamed on the patient. Though it is important for patient to take care of certain things, it is usually technique of the doctor or inferior product which takes you back to the clinic, sometimes a number of times. Dental implants while important for missing teeth for aesthetic look, chewing function as well as to avoid bone loss, is perhaps the highest revenue earning procedure in a dental clinic.

The bigger the doctor's name, higher the probability of low quality products being used at that place. Some even advertise usage of Swiss dental implants, but in reality use different ones. Well, it is difficult to tell because you trust your doctor and do not want to sound rude asking so many questions. It is true that at the end of the day, your doctor is answerable for the job he or she did, yet commercialism prevails.

An implant is made up of two pieces, the implant and the abutment which is usually placed after two months of doing the initial placement. After the first session which should not take more than 15 minutes if there is no extraction or bone grafting materials used, an impression is sent to the lab for preparation of the crown or the artificial tooth. If there is not enough bone at the site, various bone graft materials should be used. The options are packaged human processed bone, a graft from the chin area or bovine material. If a bone material will be

used, the cost will generally go up. If there is a missing tooth, and the place is left empty, after some time the bone will resorb and change physical characteristics of the face. Since a dental implant option is available, it is a good idea to get it done earlier than later as it would require more bone grafting materials leading to a more expensive surgery.

Once an implant is placed in the socket, bone osseointegrates to the titanium body of the implant. All implants are titanium based these days, but some are very strong titanium grade 5, while others are grade 1-4. Next the type of grooves play an important role as square threads design offer the maximum surface area for bone attachment. With time, both the bone and bone resorbs about 2mm after a year and this might show the ugly metal margins of the implant. Once you begin to notice this, you are probably going to go back to your doctor asking for a fix. At this point, the doctor might sell you another procedure of soft tissue graft in order to cover the metallic lining showing. This does not mean an implant has failed which most of the supplier companies replace it regardless of technique or patient fault. It is due to poor quality of implant. While each implant company highlights its particular advantage, the Laser Lok concept is getting many doctors to leave their existing implant system and switch over to this one. It offers distinct advantages for both doctors and patients. This

My doctor's recommendations who use US/European dental implants

KARACHI

DR SAQIB & ASSOCIATES
DR IRFAN QURESHI
DR MUSTAFA HAIDERMOTA
KHAN DENTAL
DR NINETTE BANDAY
DR MAHMOOD HAIDER
DR JUNAID LAKHANI
DR FARAH
AGHA KHAN HOSPITAL
DR SALMAN ZAFAR
DR ALI AHMAD

LAHORE

DR MUZAFFAR QURESHI
DR ALI RABBANI
DR RIZWAN J REHMAN
RAHMAN & RAHMAN
DR BILAL SHAIKH
DR KHURRAM ATAULLAH

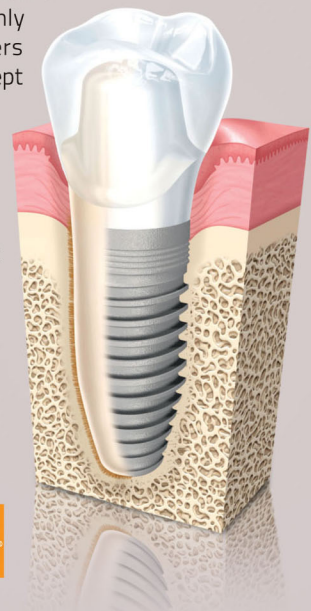
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DR COL AZAD ALI AZAD (AFID)
SHIFA INTERNATIONAL HOSPITAL
DR AZHAR SHEIKH
DR ZEERAK SAMUEL
DR SHAHID MEHMOOD
DR BILAL QURESHI

PESHAWAR

DR JAN
DR JAWAD KUNDI
DR SHAH SALMAN

concept based on 20 years of research and 5 years of clinical studies is 8-12 micron channels which attract bone and soft tissue. Receeding of soft tissue is also not aesthetically pleasing as you would see a very large crown. Since BioHorizons USA has a patent, it is the only system which offers the Laser Lok concept in its products. So the next time you go to your dentist for a dental implant, ask these questions and be a smart patient. ●



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Naqiba Hussain

think communications

Dr. Naqiba Munshi
M.B.B.S., M.C.P.S (Dermatology)
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NEED

DR. HAROON NABI
THE LASER
GURU

BY GHAZANFAR RAUF

"THE CLINIC IS
WELL-
EQUIPPED
AND IS
COMPARABLE
TO ANY
OTHER TOP
US CLINIC"

TO MEET

'Come at 12 midnight' is the appointment time given to for an interview. I was not surprised. Having known Dr. Haroon since the year 2005, it is not surprise that work endless hours. On an ordinary day, his work finishes at around 12 midnight, sometimes even later than this. Dinner is served at the clinic at 12:30 am, cooked by Mustafa chacha shared by the entire clinic staff, and the guests. At 1 am, it is time to leave the clinic. Past midnight, the clinic staff faces tell it all: contentment at the end of the day.

This is not an unusual tale, but everyday's routine at the Skin Clinic, owned and run by Dr. Haroon Nabi. With an arsenal of lasers, which nobody has in the entire country, Dr. Haroon is the 'Laser Guru' and an authority which others around him respect. Known for his good manners, welcoming approach, and as a teacher, he is popular in the entire Punjab region. Patients come from far and away to get treated at the Skin Clinic by the state of the art laser machines. "The clinic is well-equipped and is comparable to any other top US clinic" says Dr. Khalil Khatri, a Harvard Board certified dermatologist working with three laser clinics in Boston. Other doctors call him to get his version of particular settings on a laser that actually works.

Dr. Haroon Nabi works at the Gurki Hospital in the mornings, as more of a service to humanity rather than monetary reasons. Even at the clinic, Dr. Haroon charges the lowest compared to all the clinics around him that mostly work with cheap Chinese equipment. He works on volume of patients who line up sometimes for hours to see him and get a treatment. He is seen going from one room to the other firing up one laser after the other, delivering results.

While most of his colleagues treat patients with creams and ointments, Dr. Haroon believes in the power of

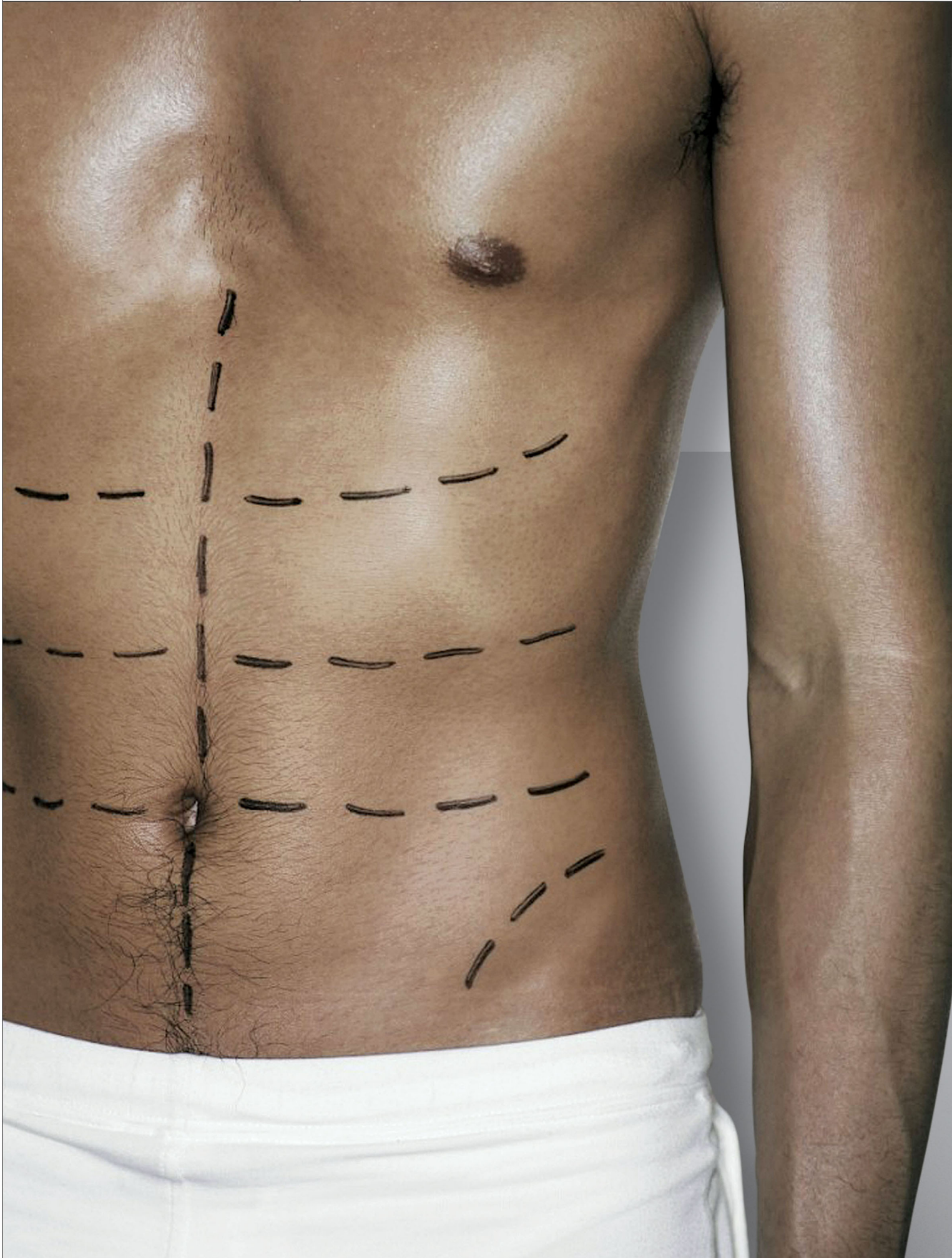
light, using each wavelength to treat a particular issue. Over dinner, we discuss different wavelengths, and the latest studies being carried out by the leading laser companies Candela and Cynosure of USA. I am amazed how he keeps up with the industry news in the US given his routine, perhaps it is because he attends laser conferences every year.

Women trust Dr. Haroon, because he treats them well. It is strange that while some doctors strictly do a consult, Dr. Haroon's patients are on his facebook page as well. The procedure which he likes doing most is Thermage, Fraxel, and the newest additions, RevLite and SmartLipo. Each of these machines is an industry leader and treat a different indication. So, while Thermage would tighten the skin on the face, arms, tummy, and legs, Fraxel takes care of the upper layers of the skin to rid all textural imperfections. It is a unique combination of both these machines which gives a perfect result. RevLite is the most powerful laser to treat pigmentation and fine hair which are left behind by a typical hair removal device. It treats Melasma, the most difficult of conditions seen on the cheeks especially during pregnancy. Next is the most advanced Triplex SmartLipo with 1064/1320/1440 nm wavelength which is a great tool for any cosmetic dermatology or plastic surgery clinic. Dr. Haroon bought this Mercedes of laser lipolysis because he wanted the most powerful device on which to rely on and deliver results. There are various devices available in the market, but none compared to the SmartLipo Triplex.

Dr. Haroon Nabi has read papers at the prestigious American Society of Laser Medicine and Surgery (ASLMS) meetings in the US which is a great honor for anybody from Pakistan. Each year, Dr. Haroon attends various conferences around the world and conducts training workshops for fellow colleagues in Pakistan. Celebrities trust Dr. Haroon, and without naming anybody, I have

personally seen famous personalities walk into his clinic at odd hours. Since most would like the procedure to be discreet, things are opening up in Pakistan and people talk about Fillers, Botox, Thermage, Fraxel, and SmartLipo procedures more candidly now. It is this trust that places Dr. Haroon Nabi in the top rank of dermatologists in Pakistan. One thing you can be sure of when going to his clinic, you will only get the best treatments, never mind the waiting time. The clinic does not look one of the best, but trust me, the lasers are... ●

"The procedure which he likes doing most is Thermage, Fraxel, and the newest additions, RevLite and SmartLipo".



KARACHI

DR MABROOR BHATTY
DR TAHIR SHAFI KHAN
DR MAZHAR NIZAM
DR SHAHAB GHANI
DR SHAHAB MAHDI
DR SHAHAB AFZAL BEG
DR ZULFIQAR TONIO

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DR HUMAYUN MOHMAND
DR SALEEM MALIK
DR MAMOON RASHID

PESHAWAR

DR SAQIB SHAHAB

TODAY, UNTRAINED DOCTORS ARE DOING MORE LIPOSUCTION, HAIR TRANSPLANTS, AND FACELIFTS THAN THE TRULY QUALIFIED PLASTIC SURGEONS. SINCE THERE IS NO CONTROL BY THE MEDICAL AUTHORITIES, A FEW DEATHS OF PATIENTS REALLY PUT PLASTIC SURGERY INTO A NOSE DIVE. TODAY, PEOPLE THINK TWICE BEFORE OPTING FOR SURGERY DUE TO THE RISKS INVOLVED AND THE STORIES THEY HAVE HEARD.

PLASTIC SURGERY

DEWELLING IN THE DARK

Plastic surgery sounds very cliché, yet the reality is that it is not pulling the same number of people it used to 5 years ago. There are a few reasons for that and I shall try to give a few tips in my opinion towards a revival of cosmetic surgery in Pakistan. Going back to the year 2000, cosmetic surgery was being done by a few select doctors. It was mostly reconstructive surgery being done on cleft lip & palette, burn and accident cases. The general awareness was low, and there were not many distributor companies in this field. However, when famous breast implant brands like Mentor & Mcghan did make it to Pakistan, doctors did not buy it and bought the cheapest product available in the market which was not even FDA approved in USA. Since the distributors could not sell their product, they did nothing to promote cosmetic surgery in Pakistan. It is important to choose quality product especially if it going to be placed inside the body, whether it is a dental or breast implant. Though the product cannot be seen when placed, it does matter after a few years when things start to show up.

Looking at the trend in the year 2000, there were equipment manufacturers targeting plastic surgeons to offer an alternate treatment to their patients. Although surgeons do buy such machines in their clinics abroad, they did not do this in Pakistan. Having a non surgical option to patients actually increases patient flow to the clinic. I recently met a plastic surgeon from Taiwan who only does injectable procedures (Fillers & Botox) in his clinic. This is unthinkable in Pakistan by a plastic surgeon, another reason why people turned to dermatologists for non surgical procedures.

Next, the plastic surgeon's community did not stay together as group practice. Slowly, things disintegrated and each surgeon came up with a personal clinic. This reduced the number of procedures per clinic and hence distributors did not support the doctors with training workshops, international congress participations or even local patient marketing. While on the other hand, the dermatologists took over and saw this as a good opportunity. Had the surgeons stayed together, cosmetic surgery clinics would have done better

by pooling their resources.

Today, untrained doctors are doing more Liposuction, hair transplants, and facelifts than the truly qualified plastic surgeons. Since there is no control by the medical authorities, a few deaths of patients really put plastic surgery into a nose dive. Today, people think twice before opting for surgery due to the risks involved and the stories they have heard. It is important to check what equipment your doctor is using, and the products reflect the standard of that particular doctor and clinic.

Some plastic surgeons really made their mark and are at the fore front in cosmetic surgery. While there are quite a few plastic surgeons that do excellent reconstructive work, only a few qualify in my list of the preferred cosmetic surgeons. For people who are looking to get a tummy-tuck, eye bags removal, liposuction, facelift or hair transplant, I give below a preferred list for your review. If you would like to hear more about cosmetic surgery, do drop in an email to the magazine. I have given above a preferred list of doctors for your review. ●

SCARS

NO MORE...

but it will take more than using just creams or getting a microdermabrasion treatment...

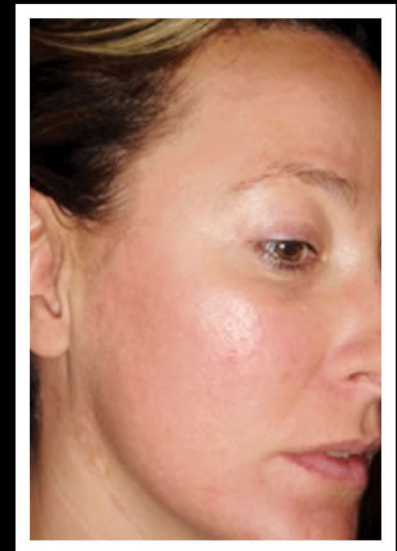
"YOU CAN GET RID OF THOSE ACNE AND SURGICAL SCARS, BUT IT WILL NEED A LOT MORE THAN JUST CREAMS OR MICRODERM ABRASION"



FRAXEL RE-STORE



BEFORE



AFTER

So many young boys and girls get upset to see pimples on their face and try all sorts of things to make them go away. Little do they know that while pressing or puncturing the acne, it leaves behind scars. Well, now they have good news.

So many doctors and beauticians recommend different remedies to fix the acne scars, from creams to microdermabrasion, but it will not show any considerable result unless a dermaroller, or resurfacing laser is used. While a dermaroller is a crude way with needles rolled onto the skin, it is cost effective. Resurfacing by lasers if done should be by a non ablativ fractional laser and by an experienced doctor. It could get worse with a burn if used on high settings and with a cheap, uncalibrated Chinese machine.

So here's how it works to smooth out your scars. A set of 4-6 procedure sessions might not completely get rid of the scars but will significantly improve them. A dermaroller or fractional resurfacing treatments start with application of anesthetic or numbing cream so that pain is under control. A cooling device is also used in some cases to ease the pain. The principle behind

both these treatments is that controlled injury is induced to the dermal level of the skin where collagen is produced. The body starts to repair itself thinking it as an injury at the same time building up collagen and elastin. Cells take time to build up, so the procedure should not be repeated before four weeks. With each monthly procedure, scars will feel filled up with collagen, but remember to get your photograph taken in order for comparison. Also, again there are various qualities of product available, from the original German Dermaroller which make a generic name to the low low quality Chinese ones.

The fractional lasers also do the same thing, in a more sophisticated manner. Rather than actual needles rolled onto the skin, here it is a cluster of beams which do exactly the same; cause thermal injuries to the skin in a controlled fashion, and giving it time to heal. Here, there

are two types of fractional lasers, the safer ones are non-ablative types with a wavelength of 1550nm like Fraxel, Mosaic, Palomar's Lux1540, while on the other hand are much cheaper to purchase Co2 lasers that are ablative and one must take caution due to pigmentation issues in our dark skin. Ablative means the laser evaporates the top layer of the skin, while in non ablativ, the upper section of the skin remains intact, with beams of light just making micro thermal zones of injury right at the level it is required.

My suggestion is to look at your budget and then decide which procedure to pursue. Both work equally well. ●



ANTI

TU

THE DEMAND FOR ANTI AGING PRODUCTS AND TREATMENTS TO RESTORE HEALTH AND BEAUTY HAS GROWN CONSIDERABLY AS THE BABY BOOMERS AND GENERATION X HAVE BEGUN TO REALIZE THAT THEIR LIFE EXPECTANCY IS NOW MUCH LONGER THAN THAT OF PREVIOUS GENERATIONS. MEN AND WOMEN PAST THE AGE OF 40 FEEL MORE EMPOWERED THAN EVER TO TAKE CONTROL OF THEIR BODIES AND REDEFINE THE AGING PROCESS.

ANTI AGING TREATMENTS TARGET SOME OF THE MOST UNWELCOME CHANGES THAT HAPPEN TO OUR FACES AS WE GET OLDER- FINE LINES, WRINKLES, AGE SPOTS, UNEVEN SKIN TONE, SPIDER VEINS AND SAGGING SKIN.

BY DR. MEHREEN MUJTABA

AGING NEWS

TURN BACK THE CLOCK OF TIME

Facial treatments are the most sought after and common. More and more people are getting non surgical face lifts as well as treatments to rejuvenate the surface of the skin and eliminate blemishes. In recent years anti aging treatments for the hands have become very popular, perhaps because they remain a giveaway of age even with a young looking face.

The range of options for anti wrinkle treatment is enormous and likely to be very confusing. In this article I will give you an introduction to the current range of non surgical treatments available as part of the anti aging strategy.

Before getting any sort of anti aging treatments it is always worth asking yourself whether you really need it. Often the best route to looking good for your age is to start with the basics.

- ◆ Avoid doing harm to your skin: stop smoking, and limit sun exposure, using sunblocks effective against UVA, UVB and UVC.
- ◆ Get lifestyle factors right: a healthy diet and regular exercise.
- ◆ Using moisturizers rich in elements known for their anti aging effects: these include Vit C(ascorbic acid), Vit E(tocopherol), Tretinoin(1%), coffee berry, evening primrose oil, and the list goes on. Getting these things right will improve your looks dramatically.

If you decide to go further in your battle with aging then do your research. The 10 most common anti aging treatments available in the market are.

- ◆ Laser Skin Resurfacing(Erbium and CO2 lasers), damage is done to the top layers of the skin(ablative) and rejuvenated skin grows back

through the natural process of healing. This treatment is effective for medium to deep wrinkles, scarring and sun damaged hands and face. As an ablative procedure there is considerable downtime and discomfort involved, and is done under local anesthesia.

- ◆ Laser Skin Tightening and Skin Rejuvenation(Cool touch, IPL, NdYAG and Q-switch laser). Non ablative infrared system is used to promote collagen synthesis, tighten skin and improve blemishes. Laser skin treatment is very effective in treating broken capillaries, facial veins and for relieving flushing and redness associated with Rosacea.Q-switch lasers are very effective at treating age spots and pigmentation. Systems like Cool Touch can cause mild to moderate skin tightening when used over time.
- ◆ LED light therapy. Using light emitting diodes causes gentle, non ablative skin rejuvenation and collagen stimulation over time.
- ◆ Skin tightening and resculpting. These are revolutionary non ablative treatments which cause tightening of the skin and collagen synthesis, using radiofrequency technology.
- ◆ Chemical Peels. Acids of varying strengths are used to resurface the skin and stimulate new skin growth(TCA, Phenol peels, Glycolic Acid Peels) Chemical peels require considerable recovery time and some discomfort.
- ◆ Dermabrasion and Microdermabrasion. These treatments use deep exfoliating as a skin resurfacing technique. Dermabrasion sands off the skin and is an ablative treatment

requiring considerable downtime. Dermabrasion is losing ground to treatments like Erbium and CO2 fractional lasers.

Microdermabrasion is much more mild and uses tiny crystals to buff off the top layers of the skin, however in conjunction with an effective anti aging moisturizer or concentrated retinol cream can produce dramatic results.

- ◆ Plasma skin resurfacing using nitrogen to rejuvenate skin. This is a new technology, and still not available in Pakistan.
- ◆ Dermal fillers to plump out facial wrinkles and add bulk where volume has collapsed. This treatment is used in plumping out the nasolabial folds, glabellar lines, lip enhancement and rejuvenation of the hands.
- ◆ Wrinkle Relaxing Injections(Botox)- one of the most well known wrinkle treatments of all times. Most of us know how Botox works but be aware that the botox injections are effective on motion lines only and the best results are obtained by an expert doctor combining Botox injections with dermal fillers. Be aware of overly diluted Botox which may appear cheap but can be ineffective.
- ◆ GFX or No-Tox- radiofrequency used to block the nerve that controls the frown lines. Effects are more long term(12 months) than Botox and not reversible, and not always the treatment of choice. This is only a summary of what is available. Do further research before choosing the best anti aging treatment for your needs and finances. ●



KERATIN

THE BUZZ WORD

THERE ARE SO MANY THINGS THAT PEOPLE CAN DO WITH THEIR HAIR THESE DAYS. COLORING, BLEACHING, GETTING A PERM, STRAIGHTENING, AND THE WORKS. NOT TO MENTION THE DAILY BLOW DRYING AND STYLING THAT HAS BECOME ALMOST A SOCIAL REQUIREMENT TO MAINTAIN A GOOD COIFFED APPEARANCE. THE RESULT IS THAT A LOT OF WOMEN END UP WITH BRITTLE, DAMAGED HAIR THAT BECOMES ALMOST AVERSE TO FURTHER STYLING, AND LOSES RADIANCE AND BEAUTY OVER TIME. THERE ARE A LOT OF HOME TREATMENT KITS LIKE CREAMS OR OIL CAPSULES THAT TRY TO REMEDY THIS PROBLEM. WOMEN WHO HAVE TRIED THESE AND STILL SEE SUBPAR RESULTS, BUT CAN'T HELP STYLING THEIR HAIR, CAN OPT TO GO FOR A KERATIN HAIR TREATMENT TO REJUVENATE DULL, LISTLESS LOCKS.



Keratin is the substance which the hair (as well as the nails) are made of. Frequently abusing hair with styling and heating and chemical applications causes it to lose keratin's quality. The hair shaft becomes spliced and uneven, and gains a dull, unmanageable appearance. Fortunately, scientists have devised a way to extract keratin from other sources, like animal wool, and turn it into a mixture that acts like liquid hair. Applying this product to human hair returns the keratin to the hair shafts cortex and fills it up, turning it soft and shiny again. It can even make frizzy or curly hair so much easier to straighten. The additional keratin coating can also make the hair more resistant from elements like the sun, wind, or extreme changes in temperature. Keratin hair treatment is being offered by good salons. The technology originated from Brazil but local hair stylists have adapted the method. A session will take about two hours, and it costs around two hundred dollars to treat shoulder length hair. But the

time and money investment should be worth it because the treatments amazing effects can last for three to four months. People who have tried the keratin treatment for hair at their salons swear that their hair has become shinier and softer after the session. The treatment works best with color treated or damaged hair because the keratin bonds more completely around brittle hair. They also share that a nice side effect is that their blow-drying time is cut up in half, or becomes purely optional altogether. This is good news for busy women like parents.

Those interested in trying out this procedure can visit a reputable salon in their area, or else opt for a do-it-yourself keratin hair treatment that they can apply themselves. It is not too late to reverse the damage that hair has suffered, and regain youth and beauty through stronger, shinier, and softer hair. The results and the long-term savings will be definitely worth it.

Caring for Keratin Treated Hair Easy Tips

A keratin hair treatment can make your hair look stunning, and once you have invested the time and money, you will want to protect your hair. Here are some tips for caring for keratin treated hair. If you go swimming, protect your hair by tying or clipping it up, and do not let it into the water. Swimming pool water and sea water can both cause damage, because the salt content can strip the Keratin treatment from your hair. If you accidentally dip your hair into the pool, wash it with shampoo and treat it with conditioner afterwards. Most Keratin treatment systems also have a shampoo and a conditioner in the same product range: use them to refresh your treatment, to protect your hair and to maintain and enhance the look. Keratin treatment shampoos and conditioners are available from your hairdresser. Avoid shampoos that contain sodium chloride or sulfates. How long the treatment lasts depends on your hair's natural texture, but typically the effect can last from two to four months. The best way to make it longer lasting is to treat it frequently. The more keratin treatments you get, the longer each treatment will last.

Keratin Hair Treatment Side Effects

The popularity of Keratin hair treatments continues to increase. This treatment is often referred to as the miracle treatment for frizzy or curly hair. The Keratin is applied to the hair and a hot iron is used to straighten the hair. The hair is washed removing the excess Keratin. While this process is simple, there are a few documented Keratin hair treatment side effects.

Firstly, some Keratin treatments contain Formaldehyde, a very dangerous carcinogenic. The manufacturers insist the amount of Formaldehyde is small and most of it is not absorbed into the skin. It is still a factor that women should consider. For the most part, Keratin treatments are advertised as being virtually chemical free. This is true; however, some of them do contain

this dangerous chemical, so it would be a good idea to inquire whether it is one of the ingredients in the Keratin treatments being used at your salon. Also, numerous reports are documented indicating women experience hair loss one to two weeks after a Keratin treatment. The only way to find out if the Keratin treatment is responsible is to visit a dermatologist. The dermatologist will do extensive testing to determine the cause of sudden hair loss. Finally, although Keratin treatments create beautiful straight hair, there have been some reports that the hair texture becomes dry and brittle. So, if you have decided to get a Keratin hair treatment, it is important to consider the Keratin treatment side effects before proceeding with this treatment.

Keratin Hair Treatment Cost

No matter what the magazines say, looking good is never easy or inexpensive. In the case of Keratin hair treatment cost is certainly a factor to be considered. Depending on the length of hair being treated, salon-style Brazilian Keratin Treatments run about Rs 25,000 a session, and require redoing every three to five months depending on how often the hair is shampooed. Another option is to try one of the home liquid Keratin treatments, which costs around Rs 5,500 on average. Liquid Keratin is not exactly the same process. It is far easier to apply and does not last as long, six weeks

instead of three to five months. The home kits also permit the user to resume her normal life right away rather than waiting for three days while the salon treatment fully sets. In both types of application, however, special shampoos must be used rather than normal off-the-shelf products. This adds somewhat to the cost of the procedure, but most users are extremely satisfied with Keratin treatments regardless of how much they cost. Once they see how silky and smooth their hair is, most women become avid repeat customers.



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BRITE  **SMILE**[®]

ZEINNO

MANAGING DIRECTOR

ZeinObagi, MD is the quintessential maverick of skin care. Twenty years ago, he pioneered the concept of skin health and developed a line of medical skincare products that transformed aging skin. At that time, Dr. Obagi merely intended to challenge the norms of traditional skin care. Instead, he shattered the status quo.

Today his old ideas about skin health are no longer surprising; they have become mainstream. Around the world, ZeinObagi, MD is the unofficial synonym for results-oriented skin care. Now he's done it again with ZO Skin Health by ZeinObagi, MD the first retail line of anti-aging skin care products that brings Rx-inspired, results-oriented technology to go above and beyond traditional cosmeceuticals. Today, Dr. Obagi's standards are still as high, but his philosophy isn't quite so controversial.

Because beauty and health is two things the whole world can agree on.

"I don't compromise. You should not either."
ZeinObagi, MD

For what are you best known?
I'm probably best known for developing Obagi Nu-Derm, a system of anti-aging and results-oriented skincare utilized by more than 10,000 doctors in the US and worldwide. And I've done a lot of public speaking around the world—both training physicians and speaking to consumers.

What is the philosophy behind ZO Skin Health?

It is my newest creation in anti-aging skincare. After age 30, your skin cells go to sleep. So we need to wake up those skin cells so that they resume producing collagen and elastin, just like when your skin was younger. We do this by using high concentrations of active ingredients much higher than what you'll find in traditional anti-aging skincare products.

THE GOLD STANDARD IN HEALTHY SKIN

Results-oriented systems developed by ZeinObagi, MD are well recognized when it comes to skin health restoration. In the early '80s he introduced Obagi Nu-Derm, a system of prescription-strength, physician-dispensed products for treating anti-aging, acne, brown spots and other damage.

In the early '90s he developed the Obagi Blue Peel, a chemical peel capable of being safely performed on all skin types for correction of skin laxity, wrinkles, hyperpigmentation and scarring. His products and treatments have subsequently become the gold-standard in skin health.

For whom do you recommend ZO Skin Health?

People who:

- ◆ Are not ready for prescription anti-aging skincare.
- ◆ Want to enjoy a life time of healthy skin, and maintain the results they've obtained from my Obagi Nu-Derm.
- ◆ Want to alleviate some of the side effects that they're experiencing from Rx skincare products, without compromising the results.
- ◆ Have naturally healthy, active skin, and want to continue to fight that good fight.

How old are you?

I'll be 67 this year.
ZEIN OBAGI, MD

- ◆ Board certified dermatologist. Head dermatologist at Obagi Skin Health Institute in Beverly Hills, California.
- ◆ Dr. Obagi created Obagi Medical Products' ObagiNuDerm as well as the new ZO Skin Health line.

DOBAGI



Have you ever been on the verge of doing something about losing weight but just never got around to it? Or like me you say to yourself 'I'll start my diet next week - I promise I will. Time slips by and finding time to choose a diet plan or motivate yourself to lose weight for that slimmer body is harder to do. It could be that you're already losing weight on your diet plan but just haven't quite got to where you want to be just yet - congratulations, some of us are still only thinking about diets! Well you can look slimmer and be more confident by just following a few simple changes to your wardrobe. The first rule is posture. Stand up straight, pull your shoulders back, straighten your back and pull in your tummy; this won't be so hard to do as straightening your back properly should tighten your tummy muscles naturally and Pilates exercises are very good for posture and can be done at home. By taking this step alone, it will make you look slimmer, taller and feel more confident.

SLIM

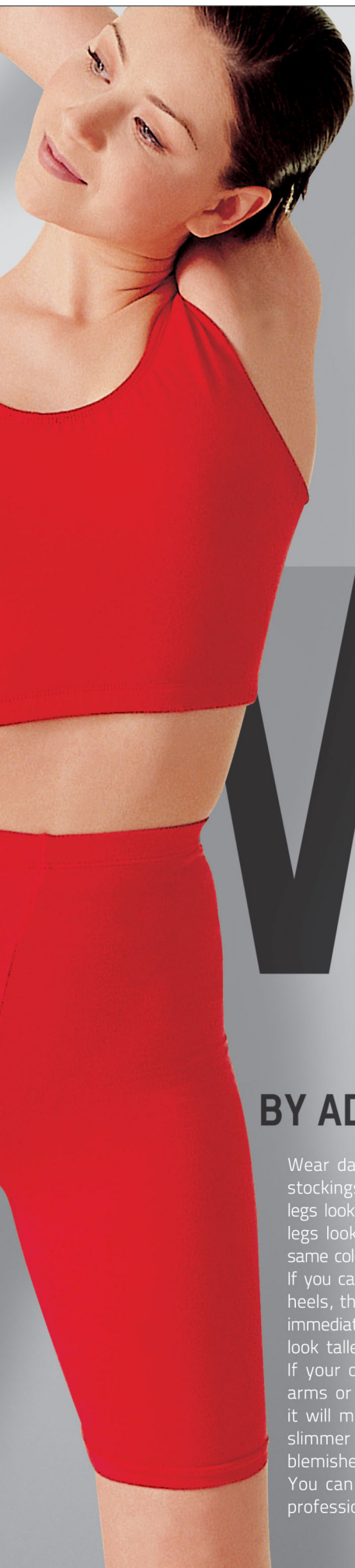
If you're quite tall but prefer to keep your upper arms covered, there are some brilliant feminine tunics around in vibrant colours. They are so versatile and look great with jeans, trousers or a pencil skirt. But even if you carry weight around your tummy area, try to create a waist as this will make your figure more curvaceous; achievable by wearing fitted jackets or fitted tops or even a slim belt. If you wear well tailored clothes, these will sculpt your body better than baggy clothes, but the key is to make sure that whatever you wear fits you properly to show off your best features.

If you are petite in height but like to wear trousers, wear boot-cut or wide leg if your thighs are not your best asset, if you have slim legs, show them

off! Wear slim cut trousers or be bang on trend, wear leggings with high heels to lengthen your legs and make you appear taller and show a slimmer body. A little tip for those who can't wear high heels; try investing in a pair of shoe boots, particularly pointed toes, these look great with trousers even with a lower heel as they give a neat appearance at the bottom of your trousers and the pointed toes will elongate your legs. The way you dress to look your best depends on your body shape, the key is to make the most of your assets and disguise what you're not comfortable with; so if your extra weight is around your thighs and bottom, you can always rely on black or a darker shade to disguise these areas, and make a point of showing off your curves perhaps enhance your waist or a top

that enhances your cleavage such as wearing V neck tops. It's all about making the most of your assets and wearing clothes that make you feel comfortable and confident, particularly if you can't lose weight quickly enough.





Always wear fitted or semi-fitted clothes on the largest part of your body. It's natural that we want to hide under loose baggy clothes, but this actually only makes us look bigger. Maybe wear a semi fitted dress to help you look taller and slimmer - but if you don't feel comfortable in a dress, but want to appear taller, try wearing dark colours on your top half and the same colour block on your lower half to create a slimmer, taller silhouette. It doesn't have to be black; there are lots of darker shades to choose from, perhaps a dark green, plum or grey but the key is always

to choose the right colour combination for your own personality. To add some colour, wear a cardigan or shrug in a bright colour. Use accessories to divert attention from your worst bits towards your best features; such as if you're pear shape, don't wear wide chunky hipster belts but draw attention to the top half of your body with chunky necklaces. There's lots of exciting accessories around this season that will bring you right on fashion and enhance your outfit. You'll be surprised how even a slim scarf can create a slimmer silhouette by drawing the eye down the centre of the body.

WIDER LOOK

BY ADNAN SYED

Wear dark tights, opaque or stockings, they will make your legs look slimmer. To make your legs look even longer, wear the same colour shoes as your tights. If you can wear them, wear high heels, these will have an immediate wow effect and you'll look taller with a slimmer body. If your outfit shows off your arms or legs get a fake tan - it will make your limbs appear slimmer and even out any blemishes that you may have. You can either get it done professionally at a salon, or do

it yourself at home. But make sure you exfoliate and moisturize your skin before applying fake tan to get smooth sun-kissed skin. Finally, if you need a little help to look more gorgeous get some underwear that shapes and gives you a slimmer body in your clothes. There are some really good pieces around that look sexy and fabulous but won't break the bank. But above all, remember - whatever your shape, don't feel negative about your less than perfect areas.

The truth is, there is no such thing as a perfect body; very few females are happy with their shape simply because we can look at another female and think 'I want to look like that'. The most important thing is to believe that if you put some effort into making the best of your shape and how you look, you'll look and feel a million dollars and don't forget, you are a one of - unique! ●

NEW GADGETS



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GETS IN TOWN

DR TASNEEM NAKHODA AND DR NAQIBA MUNSHI BOTH BOUGHT THE GOLD STANDARD IN PIGMENTATION LASERS, THE REVLITE BY HOYA CONBIO, USA. JUST TO GIVE YOU THE LASER 101, THERE ARE DIFFERENT TYPES OF MACHINES AND ONE LASER CANNOT DO EVERYTHING. FOR PIGMENTATION, MELASMA INCLUDING TATTOO REMOVAL, AND TREATMENT OF FINE HAIR, A Q SWITCHED ND YAG LASER WILL DO THE JOB. ONCE AGAIN, I MUST TELL YOU THAT A Q SWITCHED ND:YAG CAN COST BETWEEN \$2000 (CHINESE) TO \$100,000 (USA), SO YOU BE THE JUDGE AND CHOOSE A CLINIC THAT USES QUALITY EQUIPMENT.

The 1st Smartlipo was recently installed at Dr Haroon Nabi's clinic in Lahore. Dr Haroon who has the biggest laser clinic in Punjab, is now offering laser lipolysis or removal of fat from small pockets inside the clinic premises. That means, no anesthesia, no ot setting and minimum down time. Infact, it has been claimed as a lunch time procedure where the patient walks home in a few hours. The Smartlipo Triplex is the most powerful system with three wavelengths as compared to some other low priced devices using single wavelength. It also works to rid those big protruding leg veins you have always been worried about.

Dr Shumaila Khan in Islamabad got her work horse laser Nd YAG, the Acclaim by Cynosure, USA. This laser is the latest 5th generation device which works like a magic to get rid of unwanted hair. Unlike cheap Chinese IPL devices where one needs 20 sessions, this machine only takes six.

The Hydrafacials, new and improved serum infused microdermabrasion can now be seen at clinics of Dr Shumaila Khan (ISD), Dr Faisal Haq (KHI) and Dr Osman Bashir (LHR). This new technology allows serums to be infused while the pores are open during the exfoliation process. It uses both disposable tips and a diamond studded handpiece for people who require a more aggressive peel effect.

The serums include Activ4, Beta HD and Ulthera, the most advanced ultrasound based skin tightening system is now available in Pakistan at the Halyacon (LHR) run by Dr Osman Bashir. This is the first system in Pakistan which does not have pain associated with the procedure. Many people around

the world have switched to Ulthera from their existing RF based skin tightening devices. Candela, the world's number 1 laser company with almost 30 laser installations in Pakistan just had two more hair removal devices placed on the market. Halycon (LHR) and North West General Hospital, Peshawar recently got their long pulsed Nd YAG lasers, the GentleYAG running like a rock star.

In Islamabad, Dr Lubna Saeed recently installed a Lutronic Fractional Co2 laser used as a resurfacing tool to treat acne scars, fine lines and wrinkles as well as overall rejuvenation. The device is US FDA approved and stands above all similar Co2 fractional devices.

Hina Shah Farid of Blush Salon and Spa now offers the renowned LPG packages for face and body. Having been trained by the French trainer at LPG excellence centre, she is giving her clients results unmatched to her competitors. Using a special garment for compression, the LPG handpiece glides over difficult areas of the body, working on create better blood circulation, appearance of cellulite and a slimmer waist line.

Rohana Iqbal of the Bhabi's fame has a new offering; the Biomesosculpture from Diamond International, Australia. This machine works to give a lift to sagging face and reduces inches on the lower part of the body. Using currents and suction, the Biomesosculpture gives results if taken in package of 8-10 treatments. With the proper movements, it detoxifies the body letting fluids pass through the lymphatic drainage. ●



"The VASER Lipo System adds a new dimension of precision and finesse to lipoplast."

-Mark Jewell, MD
Oregon

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The logo for VASER LIPO features a stylized blue wave icon to the left of the text. The word "VASER" is in a bold, sans-serif font with a registered trademark symbol, and "LIPO" is in a larger, bold, sans-serif font below it.

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New convenience and comfort for you and your patients.

- Minimally invasive with fast patient recovery
- Clinically proven to enhance skin retraction and reduce blood loss
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Vaser technology lets you do your best Work.

The VASER Lipo System is an impressive technology that

maximizes fat extraction without compromising the comfort and safety of your patients. By selectively emulsifying fat cells prior to removal, the VASER Lipo System enables optimal control during the procedure and reduces aspiration time and physician fatigue.

How Vaser lipo works.

During body contouring with VASER Lipo, a tumescent fluid is infiltrated throughout the targeted fatty tissue area. This fluid, which naturally contains microscopic gas bubbles, surrounds and infiltrates between the loosely-connected fat cells. These air bubbles expand and collapse when exposed to the ultrasound energy emitted from the VASER Lipo probes. The force created by the collapsing air bubbles crowbars the fat cells apart, dislodging them from the fatty tissue matrix. As the fat cells are displaced, they are mixed with the tumescent solution by a process called acoustic streaming, further breaking down the fat clumps into smaller groups of intact fat cells, which are subsequently aspirated. Since the air bubbles cannot intersperse between the cells of more dense tissues like blood vessels, nerves and collagen fibers, these tissues remain largely unaffected by the ultrasound energy. In addition, since the majority of the fat cells in the emulsion remain intact, VASER-treated fat can be utilized for subsequent fat grafting procedures. ●



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KHADIJA ZAHID

Beauty Expert



Khadija Zahid, commonly known as Nina G is famous for her expert touch and professionalism. She has been working in the beauty profession for past ten years. After ten years of marriage, Nina decided to pursue her dream of becoming a beauty therapist. She always had a very keen interest in skin care and from a very young age, khadija treated her family and friends with home made remedies. She did professional courses from Guinot Institute of Paris, Toni n Guy, Loreal and professional make up courses from different prestigious institutes becoming an expert not only in skin care but also in hair and make up. Starting from one small room in her house, Nina now runs a successful beauty salon in DHA, Lahore. Nina G beauty salon offers a wide range of world class beauty and hair products. 'Quality is what I believe in' says Nina and true to her word, she only uses high class products, Thalgo, Guinot, OPI and Loreal being few of them.

LOCATION

The Beauty Boutique Nina G
61 Z phase 3 DHA, Lahore
Tel: 04235740051 - 2 | Cell: 03004230010

Nina the beauty boutique G

DR. TASNEEM NAKHODA

M.B.B.S., M.C.P.S. (DERM) MEN. PED DERM (U.S.A.), F.A.A.D.



In her 20 years in dermatology, Dr. Tasneem Nakhoda simply loves using her state of the art lasers. Her practice name, The Skin Clinic is equipped with all the lasers required to treat different dermatological and cosmetic disorders. Some of the most popular treatments include the new and improved CPT Thermage, RevLite, MultiClear, VBeam, LightSheer, and Pelleve. Dr. Tasneem is famous for her advanced filler and Botox techniques, and does excellent lip pumping procedure. Many celebrities turn to her for the makeover which includes a set of treatments. She has been on TV numerous times, and uses all the right products and equipments in her practice. For a true cosmetic experience, the patients love going to the Skin Clinic to get transformed.

LOCATION

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St Thomas Schools of Medicine,

Dentistry and Biomedical Sciences, London UK. 1999.



Dr. Bilal A. Shaikh was born in 1969 in Lahore with early childhood schooling in London, middle and high school in North Africa. He chose dentistry over MBBS, as he always liked to do things with his hands over becoming a medical physician. After post graduation, Dr. Bilal Shaikh took on various courses in implantology to become a leading name in this field. Currently with the Dental Professionals as an Implantologist, Prosthodontics, and a general practitioner covering procedures from simple restoration to full mouth rehab cases, teeth and implant supported. He recently established the Institute of Advanced Dental Sciences with Dr Khurram Ata Ullah, with a hope to be able to impart continuing education to the general practitioners. Dr. Bilal Shaikh has been a private practitioner since 1994, is a visiting consultant at St Thomas Hospital, and a CEO at ADMORAY SOLUTIONS, TORONTO, CANADA. He aspires to be able to perform dental procedures of high level and finesse, at the patient level and to inspire other fellow dental professionals.

LOCATION

Boulevard Dental Paractice Institute of Advanced Dental Sciences
95-D/1, Gaba Road Main Boulevard, Gulberg III, Lahore.
Tel: 04235758551-3 Cell: 03008450551



DR. KHURRAM ATAULLAH

MRD RCS(Edinburgh), MDS (Singapore), BDS (Hons)
Head of Department of Periodontology, FMH College of Dentistry, Lahore.
Member of American Academy of Aesthetic Medicine
Member of European Academy of Dermatology and Venereology
Member of International Academy of Cosmetic Dermatologists



Dr Khurram Atallah graduated from DeMontmorency College of Dentistry and was declared the Best Graduate for the session of 1995. He then completed specialization in gum diseases (Periodontology), Restorative dentistry and Dental Implantology from National University of Singapore and Royal College of Surgeons of Edinburgh. After teaching at the Faculty of Dentistry at the National University of Singapore for some time, Dr Khurram returned to Pakistan in 2006. Since then he is involved in teaching at the FMH College of Dentistry, as well as maintaining a full time clinical practice. His future aspiration is to be able to provide high quality dental treatment to all segments of the society, by direct patient care, and secondly by conducting formal training of young and practicing clinicians in the field of Periodontology and Dental Implants.

LOCATION

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Tel: 04235758551-3 | Cell: 03008450551



LT/COL (RTD) DR. WASIMA TALLAT KAYANI

MBBS, DGO (Army)

MCPS (Gynae/Obs)

Certified Course in Aesthetic Medicine
(American Academy of Aesthetic Medicine - USA)



Dr Wasim Tallat Kayani has been in 'Obstetrics and Gynaecology since the last 35 years. This was an opportunity and a unique position for her to interact with ladies and experience the change they undergo with pregnancies over the years. Significant advances in aesthetic medicine excited Dr Kayani and with the intention to improve her skill to benefit patients, she attended certificate course of aesthetic medicine curl lift, lipofilling and mesotherapy in 2007. Dr Kayani worked with a cosmetic physician and attended tumescent liposuction training courses. With the intention to update and improve her surgical skills and knowledge of cosmetic medicine she attended various International conferences. Presently she is doing abdominoplasties, Botox and fillers.

LOCATION

Wasima Medical Center

1 - QAID -E - AZAM ROAD, MULTAN CANTT - PAKISTAN

Tel: 0092 61 4573 227 | 4573 228 | 4519900 | Consult by appointment only

DR. SADIA AMMAD

Dermatologist, MD, DDSC, MSC (UK)
Boaed Certified American Academy of Aesthetic Medicine
Member of American Academy of Aesthetic Medicine
Member of European Academy of Dermatology and Venereology
Member of International Academy of Cosmetic Dermatologists



Dermatology is an ever expanding field, and aesthetics and dermatology are two sides of the same coin. As a dermatologist and an aesthetic physician, Dr. Sadia has had the pleasure of treating patients from all walks of life. Disease and desire dermatology go hand in hand, and the greatest reward for Dr. Sadia is to see patients from either group satisfied with the results and having a better quality of life than when they first presented themselves to her. The procedures performed include fillers & botox, hair removal, chemical peels, and prescription based dermo cosmeceuticals.

Do check out the excellent website www.dermacosmocare.com

LOCATION

Dermacosmo Care, Lahore
58/E Johar Town, Lahore
Mobile: 03064646463





MARAM & AABROO

MAKEUP & PHOTOGRAPHER

MARAM & AABROO ARE A MAKEUP AND PHOTOGRAPHY DUO IN THE PAKISTANI FASHION COMMUNITY. BASED IN LAHORE, MARAM AZMAT AND AABROO HASHIMI ARE THE SOLE PROPRIETORS OF THEIR STUDIO NAMED BOUDOIR, AND ARE CURRENTLY THE ONLY ALL FEMALE TEAM IN THEIR FIELD IN THE COUNTRY. THEIR WORK HAS FEATURED IN EVERY MAJOR FASHION PUBLICATION IN PAKISTAN AND THEY HAVE WORKED WITH A VARIETY OF NOTABLE PAKISTANI FASHION DESIGNERS. HAVING WORKED FOR PRINT, RUNWAY, TELEVISION, MUSIC VIDEOS AND FILM, THE DUO IS NOW CONSIDERED TO BE AMONGST THE BEST IN THEIR FIELD.

EARLY HISTORY

Close friends through childhood, Maram Azmat and Aabroo Hashimi, grew up in Lahore. Their fascination with photography began when they first met while enrolled in the B.S.C program at Lahore in 1994. During their time together in Kinnaird College, they were actively involved in college theater productions where they did stage makeup.

Their love for photography encouraged them to participate in many photography competitions and eventually led them to work as the schools official yearbook photographers. Pursuing makeup and photography as a hobby, Maram Azmat and Aabroo Hashimi continued on a more conventional educational path and attained a Masters in Public Administration in the year 2000. After graduating from the Punjab University, Maram & Aabroo completed a six months beauty course with Pakistan's foremost stylist, Mussarat Misbah of Depilex.

EARLY CAREER

Having completed an intensive course in makeup, hairstyling and skin treatment from Depilex, Maram & Aabroo left Lahore to further their careers and arrived in Abu Dhabi, United Arab Emirates. After six months, Maram & Aabroo, left Studio Photography and joined another studio, Pravda Photography. It was here that they had their first real immersion into the world of commercial fashion makeup and photography. In the three years they worked at Pravda Photography, their work was featured in local reputable magazines like Almarai Al Youm, Zahra Tal Khaleej and Aroos. While at Pravda Photography, Maram & Aabroo were also commissioned with shooting portraits for U.A.E's Royal Family.

CAREER FASHION

Over the years the duo has worked with many notable Pakistani designers including Sehry Saigol, Nilofer Shahid, Zara Shahjahan, Saadia Mirza, Fahad Hussayn, Munib Nawaz, Ali Fatehi, Maria B, Nomi Ansari, Kuki Concepts and many more. Their work has been featured in numerous fashion publications including Libas International, Me & My Wedding, Brides & You, South Asian Bride, Asian Woman, Asian Bride, SHE, Women's Own, Sunday Daily Times and Vixen to name a few. They have completed ad campaigns for brands like Sara Taseer Shoab, Republic, Saira Ahsan, Platform, Lewre, Crossroads, HangTen, MenStore, Riverstone, Casa Hamza, Total Gold, Waseem Jewellers, Ammar Belal,

Luscious Cosmetics and Pretty Fit.

MUSIC

Maram and Aabroo have been involved with the production process of several music videos over the years, providing makeup, photography and styling services. They have worked alongside directors Sohail Javed, Bilal Lashari, Ahsan Rahim and Mandana Zaidi. The artists and bands they have worked with on their music videos include, Jal: The Band, Noorie, Zeb and Haniya, Entity Paradigm, Adeel Chaudry, Jawad Ahmad, Ayesha Akram, Fareeha Pervaiz, Haider Hashimi and Raga Boys. Maram and Aabroo have also worked on professional campaign shoots and album covers for musicians like Jal: The Band, Josh, Dino Ali, Aaisha Akram, Aaroh, Junaid of Call: The Band, Jawad Ahmad, Mekaal Hasan Band, Zeb and Haniya, Faraz Khossa, Abbas Ali Khan, Siege, Faiza and Khawar, Fareeha Pervaiz, Ali Sher, Mahmood Rehman of Overload, Ali Zafar and Roxen.

LIVE MEDIA

As Boudoir, the duo have also been involved with the production side of many television shows, advertisements and a foray into the world of the silver screen. They have worked on television adverts for brands like, Prema Milk, and Wall's Ice Cream; and for television shows like VIP's Only and TV serial Sitara for Hum Tv by providing makeup and styling services. Boudoir was also responsible for some still photography in the production of the film.

EVENTS

Maram and Aabroo have been associated with the production of many live events as well. Of these, some of the major events they have worked on include two fashion shows for designer Saadia Mirza, twice with J & S Event Management company for the production of Marlboro event and High Profile Magazine launch. Boudoir also provided makeup and styling for three PNCA Pakistan National Council of the Arts Fashion Shows, one in Kuala Lumpur, Malaysia and two in Islamabad, Pakistan. They have also worked for the Lux Style Awards 2008, held in Karachi, Pakistan; in providing hairstyling and makeup for a segment of the show and for some celebrities for the red carpet.

OBAGI ZO EFFECTS® HYDRATING CLEANSER

CONCERNS

Skin looks and feels rough rather than smooth and radiant; fine lines and wrinkles. Frequently skin is dryer during the winter when the air is heated and dry. Skin appears tight after showering.

SOLUTION

Any cleanser can wash away dirt and make up, but for dry skin types, you want a gentle cleanser that will not disrupt sebum. ZO Skin Health Effects Hydrating Cleanser hydrates, rejuvenates and includes panthenol (which soothes, repairs and restores skin) and allantoin (which cleans away dead skin cells and supports cellular renewal). Washing your face never felt so good.



OLLUMINATE INTENSE EYE REPAIR 15ml/0.5fl. oz.

CONCERNS

Crow's feet, deep lines and wrinkles, dark circles, puffiness, loss of tone and elasticity

SOLUTION

Generally the eyes are the first part of the face to reveal aging, because the skin is so thin. Olluminate Intense Eye Repair has stabilized retinol and advanced peptides to strengthen the skin and decrease fine lines and wrinkles, plus optical diffusers to reduce dark circles.

FEATURES & BENEFITS:

Retinol: a pure derivative of Vitamin A and the most vital component of any anti-aging skincare program. It is clinically proven to be the most effective anti-aging ingredient to decrease the appearance of fine lines and wrinkles, even skin tone and increase epidermal thickness.

- Mica and Titanium Dioxide: proven to be the most effective minerals to diffuse light and create radiant skin.
- Vitamin E: the antioxidant most frequently recommended by dermatologists to fight free radicals and repair damaged skin cells.

HOW TO USE

Apply around the eye area until fully absorbed. In the morning, apply right before sunscreen. In the evening, apply as your final step.

RENOKIN HAIR REVITALIZING SHAMPOO 110ML

BENEFIT

Provides intensive nutrition to dry hair after shampooing. Hair conditioning effect for lustrous hair.

ACTIVE INGREDIENTS

Decapeptide-10, Octapeptide-2, Oligopeptide-54, Decapeptide-18, Polygonum Multiflorum Root Extract, Thuja Orientalis Extract, Polygala Tenuifolia Root Extract, Capsicum Frutescens Fruit Extract, Hydrolyzed Keratin, Menthol, Salicylic Acid, Panthenol,



Tocopheryl Acetate, Niacinamide, Biotin.

DIRECTIONS TO USE

After shampooing, apply a sufficient amount to wet hair and massage gently. Leave it about 3 minutes. Rinse thoroughly.

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Our unique formula provides greater penetration of ingredients than other Vitamin C products delivering greater antioxidant benefit to your skin!

PRODUCT DETAILS

Obagi Professional-C Serums use stabilized L-ascorbic acid the only form of Vitamin C that can be effectively absorbed by the skin. Speak with your skin care specialist to choose from our 4 concentrations to determine which one is right for your skin.

AVAILABLE RANGE

- Professional-C Serum 20%
- Professional-C Serum 15%
- Professional-C Serum 10%
- Professional-C Serum 5%



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The HydraFacial treatment is the newest advance in non-laser skin resurfacing. HydraFacial is the only hydradermabrasion procedure that combines cleansing, exfoliation, extraction, hydration and antioxidant protection simultaneously, resulting in clearer, more beautiful skin with no discomfort or downtime. The treatment is soothing, moisturizing, non-invasive and non-irritating. The HydraFacial treatment improves the appearance of fine lines, wrinkles, congested and enlarged pores, oily or acne-prone skin, hyperpigmentation and brown spots. The HydraFacial procedure is suitable for most skin types, including thin or aging skin, ethnic skin, and dry skin or

oily skin. Start your skin maintenance program now with HydraFacial to slow down your skin's aging process and delay the need for invasive procedures. To find a location that provides HydraFacial procedures.

DermaBuilder Peptide Complex (DermaBuilder): THE new, hot age-refining solution right now! The DermaBuilder helps to improve the appearance of fine lines and wrinkles, skin firmness, skin tone and skin texture. Ask your provider how you can enhance & maintain the smooth, radiant results at home with the new DermaBuilder Daily (0.5 oz/ 30-day supply).

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This special Glycolic Acid & Salicylic Acid blend combines physical & chemical peeling to achieve optimal results. Unlike traditional acid peels, there is little to no downtime involved. Skin is well hydrated, smooth and radiant after the procedure.

ACTIV-4 SKIN SOLUTION

Designed for most skin types. It helps to promote the overall health of skin; improve the appearance of hyperpigmentation, brown spots, fine lines and uneven skin tone.

PARIS HILTON HAD A HYDRAFACIAL DONE AT DR. PAUL NASSIF'S OFFICE ON MARCH 18TH!



SAY

BY ALIYA FAROOQ

GOOD BYE TO AGING

AGING - TURN BACK THE CLOCK- IS A FACT OF LIFE. IT IS AN INEVITABLE PROCESS THAT WE CANNOT REALLY ESCAPE FROM AS THE YEARS TAKE THEIR TOLL ON OUR BODIES. BUT DESPITE THIS INESCAPABLE FACT, THERE ARE A LOT OF WOMEN WHO SPEND A GREAT DEAL OF TIME, EFFORT AND MONEY TO KEEP THEMSELVES LOOKING WHERE BEAUTY ALWAYS TRANSLATES TO YOUTH.

Trying to look young is not really bad at all. After all, who does not want to look young for as long as she can? It is just that most of the methods available right now to keep those wrinkles and sags at bay are too expensive and too effort-intensive. Anti-aging creams and lotions are good for keeping the skin looking young, healthy and wrinkle-free, but what about the sags? It seems that the only way to get rid of those sags is to go under the knife and have a face lift.

A surgical face lift is expensive and scary. A lot of times, it also looks unnatural. There are not a few cases where one glance at a woman's face immediately tells the beholder that the woman has had a face lift. What is the use of undergoing that procedure if it looks so crassly obvious?

Thankfully, there are ways of having a face lift that looks natural and is inexpensive. Most of all, we do not have to have a surgical procedure done on our face to have that youthful-looking visage -get glowing. It only involves a few minutes of our time on a day-to-day basis, and it could be done while we are driving and waiting for the red light to turn green, while watching TV, or while putting on our face creams in the morning or at night. It is called facial fitness.

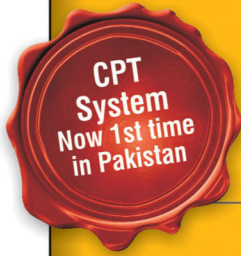
Facial fitness is an exercise regimen that involves working out the muscles of the face to prevent them from sagging. It works on the same principle that if we exercise the muscles of our body, then the muscles will become toned and the skin will visibly improve. The muscles of the face also need to be exercised. If they are let alone, they

just sit there on our faces, lengthening and thinning as the years come upon us, giving us that sagging and tired look as we age. With the facial fitness regime, the facial muscles undergo resistance training, and the skin is pulled and pushed so the muscles are contracted. Eventually, the skin is lifted with all the pushing and pulling, taking away the sags and smoothing out the wrinkles from our faces. Another benefit of undergoing a facial fitness regime is that making the muscles of the face contract increases blood circulation to the face. With improved blood circulation to the face, more oxygen and nutrients are brought to the cells and tissues of the facial muscles and skin. Therefore, it would look healthier and whatever damages that our facial tissues have sustained are more easily repaired.

Having a regular facial, fitness routine brings us a natural face lift. With a natural face lift, we do not have to undergo surgery just to keep ourselves looking young. The power to look young has become literally in our hands. ●

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