

Pakistan's First Professional Beauty Magazine

# aesthetic LIFE

NOVEMBER 2015

**MAKEUP**  
ATELIER PARIS TRAINING

**OBAGI**  
MEDICAL COSMETICS

**OLAPLEX**  
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# MAKEUP DIVA

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SAIMA RASHID BARGFREDE

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LE ROYAL  
BY THALGO - LA BAULE



GHAZANFAR RAUF

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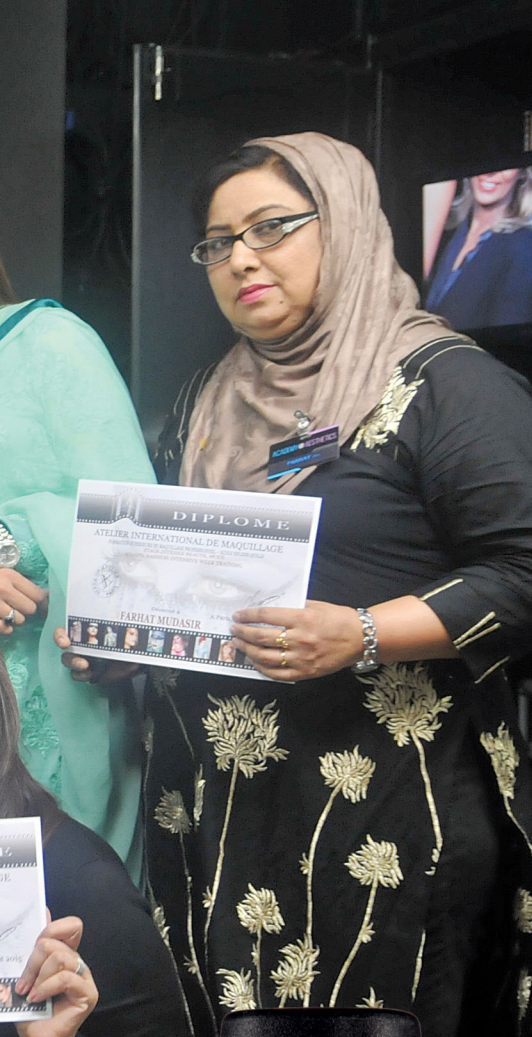
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# G SAYS...



Hello Readers,

Welcome to the 6th issue of the AestheticLife magazine, your premium guide to new products, technology and service providers in your area. This issue is more beauty oriented as I see a big growth in this area with new and better products now available to consumers and professionals alike.

A group of 13 makeup artists visited the Makeup Atelier training academy in Paris and took a 5 day hands-on workshop with the creator of the brand Helene Quille. The group also spent time at the Thalgo training centre to learn about the new Mceutic peeling range as well as the award winning Perron Rigot wax.

Saima Rashid Bargfrede is our featured cover personality of this issue. She has years of experience and international exposure in the hair and makeup industry. Currently living in Brussels, Belgium, Saima visits Pakistan regularly to do workshops and projects which recently included a feature film too. It is our good fortune to have worked with her on many occasions and she will also be available at the Academy of Aesthetics for workshops and events.

Olaplex has been the biggest news in the hair industry in the last 100 years. It is not a product seen by hair stylists in any product category and holds various patents in USA. Olaplex has taken the industry by storm and leading celebrity hair stylists from around the world now endorse and use the very innovative product that reduces hair damage and lets the artist reach higher levels of perfection on their clients.

Perron Rigot wax, the leading wax

from France and used at most beauty schools in the the home country will be launched in December 2015 and available to salons and ultimately you. It is the finest wax available for both face, body, and sensitive areas. With 30 years of innovation and more than 20 patents behind them, Perron Rigot is constantly developing new formulas. The company holds the patent on formulas for low-temperature waxes and is the inventor of no-strip disposable wax.

Faby Nails is a fabulous nail lacquer, gel nails, treatments and manicure/ pedicure product range from Italy being launched in January 2016. It is a very exciting line with over 225 shades and individual collections. Faby nails do not have the 5 dangerous chemicals in the product line which one should avoid; DBP (Dibutylphthalate), Toluene, Formaldehyde, Formaldehyde Resin and Camphor.

Ardell lashes from USA, the biggest producer of artificial lashes uses mostly natural hair including mink. With over 100 different types of lash and brow products to choose from, makeup artists in Pakistan now have a wider variety available to them.

On the medical side, there are newer and better versions of dental implants available from BioHorizons USA. Unfortunately, most dentists do not give options or inform patients which product is being used on them. With so much advancement, BioHorizons offers a concept of Laser Lok etching on the implants which reduces bone loss even after the implant treatment. Many at times, you would notice the metal margin showing after a few years from the implant surgery. This looks both ugly and is a nightmare to fix for the dentist that requires

another surgery. With just a few thousand rupees difference between a US/European implant compared to a Korean/Chinese, a patient and the dentist should not compromise on a treatment which should last a life time when a quality product is used.

My own personal campaign starts with the [www.knowyourtreatment.com](http://www.knowyourtreatment.com) blog site which will have articles, reviews, recommendations on where to get a particular treatment and what questions to ask before committing to one. This was necessary as so many of my friends and family had to pay heavily in treatments especially with lasers with limited or no results. This was because either they did not need the treatment, or a poor quality product or device was used on them. With my blog, I want to educate people and spread awareness on the different options, treatment plans and the correct places to go to for a particular treatment.

The Academy of Aesthetics location has shifted to Tariq road in Karachi thereby giving better access to students who travel from far off areas to attend classes. One of the most unique things about the makeup, hair, skin and nails courses is that we do not ask students to buy products when they enroll for the course. All products are available for use free of cost by the students. Our trainers Mohsina Iqbal, Hina Arif and Simeen Ansari are all experienced and trained educators available to provide international level education.

Hope you enjoy reading this issue. Do follow us on facebook, instagram, and twitter.

**GHAZANFAR RAUF**  
Editor-in-Chief/Publisher

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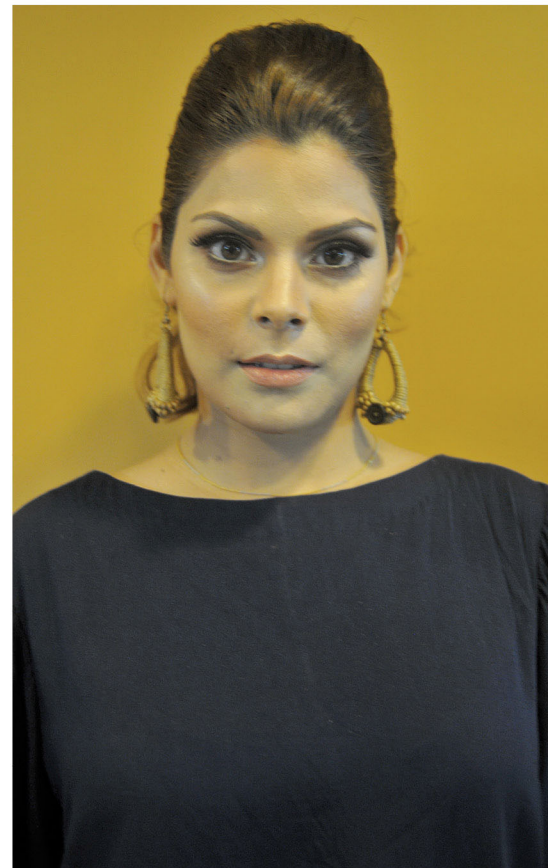
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# Rozia Kamal

# OPEN HOUSE

Rozia Kamal, a makeup artist from Dubai comes to Academy of Aesthetics for a one day workshop.





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# Sady OPEN HOUSE

Sady, a leading makeup artist with international exposure on projects in Dubai, UK, USA, Tanzania and Pakistan does a workshop at Academy of Aesthetics.



# Mohsina Iqbal OPEN HOUSE



Mohsina Iqbal, trainer at the Academy of Aesthetics does an open house at the new Tariq road location.



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# MAKEUP



# UP

# DIVA

*Saima Rashid Bargfrede*



**BY GHAZANFAR RAUF**

***Let us cut out all the typical questions which you must have answered a 100 times in your interviews. My questions will be a bit direct. Why did you move to Brussels, was it personal reasons or work?***

Moving to Europe (belgium)was totally personal decision, as my partners job is in European commission, and the head office is in brussels. Same was the reason for Africa( kenya).

***You are one of the most talented make up artist and hair stylist Pakistan has produced. How can we improve professionalism, and technical skill in Pakistan?***

To improve the technical skill is a matter of need as professional and individual. Any one who feel they know enough

and do not need to learn more or with that state of mind are putting a stop to there professional craving and need. I was lucky to be able to get out and by exploring other cultures made me learn beside the refreshing courses I keep doing. Also as they say a teacher learns from a student and a student learns from the teacher has a greater meaning to me.

***You are aware about the professional jealousy of the highest sort in the professional beauty segment. Is there a particular reason why it is more in Pakistan than anywhere else?***

Professional jealousy is every where in the world, its part of human nature to feel threatened, that some one can be replaceable or do as or better work. The moment one starts believing in one's



own self and take competition as healthy and positive, it makes one grow and learn more on the basis of skill and knowledge. This can get any one out and beyond of these unprofessional attitudes, focus more on your self and work and look less what is cooking in neighborhood kind of attitude. This will come with awareness and traveling and evolving with the rest of world. There is a fine line between trying to copy west and get stuck with what we 'so call' our own culture as to me creativity has no limits.

**What has been your finest work so far? Who did you like working with the most in Pakistan?**

I personally love to do creative work as rest comes much easy for me. I feel more stimulated when I have to use my brain and make the most work out of it with the process of getting out of box. This does not mean that a simple make up is not any beautiful to me, I enjoy when some one calls me and says 'You think it is possible? Can you do it for me?' and i start to see the twinkle in my eyes and my brain starts working day and night on ideas :).

**Do you feel the lawn explosion has shifted most photographers away from the more creative and beauty shoots? Do you have any favourite photographers?**

Yes, lawn is a very eastern trend which exist mostly in this part of world. It is a very different culture and even a simple lawn shoot can be done in a very creative way. Sadly our clients get limited with thinking and playing with a safe situation, that is why the easy formula of taking the all lawns to Thailand is a bit over rated. A ll the budget goes waste as all you see is a wall and model face which can be achieved with any background in Pakistan. Favorite photographers are Alee Hasan, Abdullah Haris , Nadir Firoz, Tapu Javari Rizwan ul haq, Khawer Raiz, and Arif Mehmood .

**What is the difference in photography between work in Europe and Pakistan apart from the abnoxious delays?**

Well, the main difference is the lighting as it is a very blue light in Europe so colour pallet changes.

Also with grey clouds, most photographers do not like to work in very hot sunny day, they like the soft light better. Normally, once we start shooting here a photographer will load all the pictures, short list them while make up looks are being changed and by the end of the shoot or maximum by next day, you have your first section of shoot in your hand .

**I hear you will be conducting courses and masterclasses in Pakistan something which no other big artist has done uptil now? What will be your focus, objective and content of your workshops?**

For sure I plan and do workshops in Pakistan on a big scale. I believe learning and teaching goes hand in hand and I think my passion for teaching is equally strong. I feel for learning as there was only one Dali, one Picasso, so no one can steal you style or cut your hand or take your vision away. As it is said in our religion also, 'learn even if you have to go to China'. Learning is beautiful and I think that my purpose of life comes hand in hand with teaching. To complete the process, I will

be covering every thing starting from basics, to where ideas come from, what one need to do to get inspiration, how to do quick fix, difference between all kinds of make (fashion, beauty, film, theatre , bridal), teaching how work is done here and in the west, choosing the right make up, Do's and Dont's. A big part which is very week in our country is hair styling and I would love to focus on that as well.

**You are aware that there are no beauty shows taking place in Pakistan. Though international artists rarely would make an appearance in Pakistan, do you have any hopes of artists getting together on one platform and showcasing their work in a hair show just as it happens abroad?**

Sadly, very recently we have started off with fashion weeks which looks like a war zone on its own when it comes to getting projects. It is my dream too see make up industry working as a team and think of the bigger picture to make it globally rather than being insecure within a small fashion world. I have high hopes that it will be possible to join hands, I know it will happen .

**Tell us about your recent movie experience? Is the film make up different than the regular make up?**

Yes, I have done film in past as well but not full length. I did some work for a Reema Khan film, a few songs for Iqbal Kashmeeri film in 1991, but as project 'Dekh Magar Pyar Say is a story where I was called in to create more then seven looks for one actor. So I enjoyed it totally and the team was wonderful to work with. Besides it was non stop high pressure 55 days of work day and night, I was also doing fashion shoots on my free days .

**With more and more films being produced, there should be a separate learning segment for make up artists to learn film make up. Are you planning on focusing on this segment?**

Yes, there is huge market already opened for film now and it can only grow further which will create more room for skilled people. Now, it up to passionate students who wish to move further in this field to learn more. Film is a different treatment then fashion as its 3D and lot of back light can also make things

visible that you don't see with the normal eye. So, yes will be covering it in my work shops.

**Why do you think artists in Pakistan do not want to teach? I have personally heard from some leading names saying 'Why should we educate others?'**

I think artists in Pakistan know that now the general public is also getting aware of products and brands and want to know more. One needs to be very sound and technically soiled and have enough knowledge to be able to pull some one out of their thinking zone with more logical, convincing solid facts to be able to teach. Even if you are teaching 'How two break the rules?' you need to first teach how to make rules. It is also a matter of choice i guess.

**People have been taking courses in Dubai, UK, and other places. Can you recommend a school in Europe which is a good learning place that our readers can reach out to?**

Any place you go to learn, keep in mind that the place and environment will have effect on that teacher and school. I personally love London





as I feel that the city lets think out of box. There are many schools in London; Grease Paints, AOFM, London School of Fashion, etc. Since Europe has a different need of fashion, things change once you learn or work in Europe, it is the details you get to learn once you live and experience with interaction and working .

**What do you have to say about artists who take big brand names in their shoots, but in reality use cheap cosmetics?**

I think in the end you really need good things to do a good make up so why cheat. Besides, if you are doing extraordinary creative work then one need more pigments and tools to play with. Once you have passion for things, to me there is no stopping. Like when you want to give best to your kids, you must feel the same for your work. It is sad if people do not think what is good for them is good for others specially when it can effect your work quality as well your results .

**I was once told by a foreign make up artist that the level of makeup artistry is seen very low in Pakistan. Do you agree with it? If yes, what steps can we do to improve it?**

Well, to me hygiene is important. This does not mean that you put

your make up brushes in detergent but at least cleaning them on regular basis is a must. Self grooming is important, you can only give what you have for yourself. I think we are weak in that area. Also, with hair styling we do not use our mind where to put a stop. We just follow any Arab hard make up look, contouring a thin face which leads us to look so unnatural and so many more points.

**What are your goals except keep doing great work?**

Off course, I have aims and coming out with my own make up is not a part of it at all. I want to give myself the luxury of being able to pick and choose every good brand and enjoy an explore. yes keep on working in international market and make it to the top and come back every 3 months and throw some colours in my own country as much as i can with out taking any one work , i believe there is a place for everyone and what i have to offer other dont and like wise .

**As we all know, a few people have monopoly over fashion weeks in Pakistan? Is it the same in the west?**

Fashion weeks are sponsored in other part of world as well but they do out source, its the company who

pays not the make up artist that is a huge difference and as make up artist you get paid .

**Are you on instagram? How important is for make up artists and stylists to be on Instagram in today's times?**

I am more active now on Instagram. Yes it does make a difference, again my reasons are different as i stay out of the country so this gives me reason to share my work with my followers from Africa, asia, US and Europe. People even buy followers where they do not realize that it get obvious when the followers only in Pakistan 336,000 or above its just too obvious that they bought it which would back fire in Europe. Here they take you as a fake person who is trying hard to sell .

**You can make a change in Pakistan. Any words of advice for the new artists?**

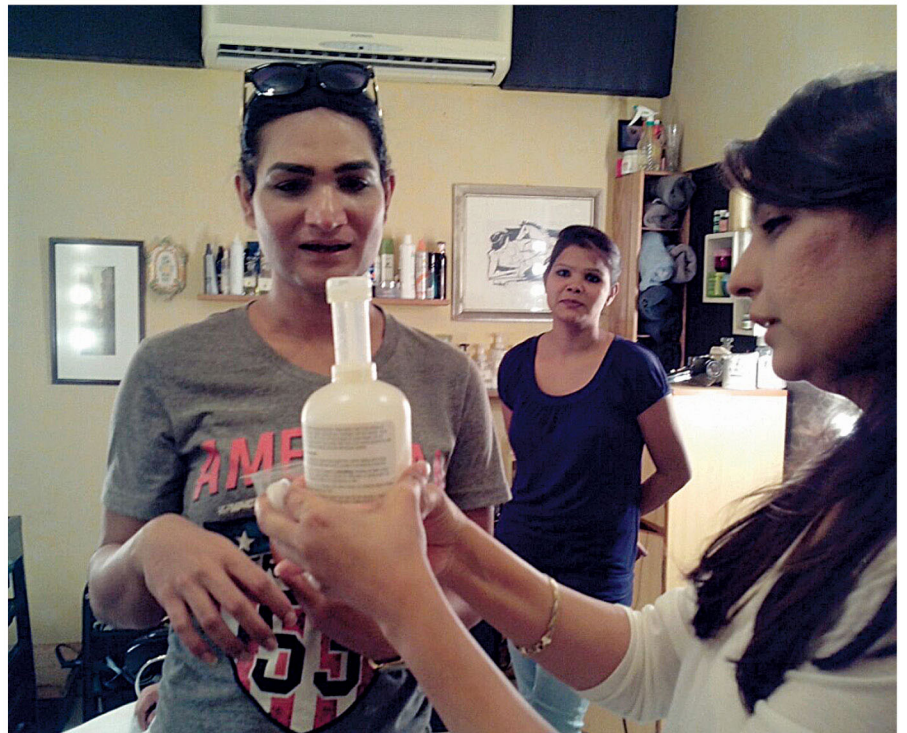
Change is not to think where to begin but believe and keep on working hard. Avoid over critical or over confidence, the right balance is important. Mind your own business rather than be concerned on what others did. Learn and seek knowledge any where, any time. Invest in it, it is the best gift you can give towards yours self growth .



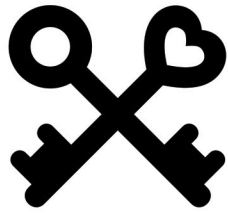


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Uberliss & Olaplex demonstration by Hina Arif at leading salons in Karachi







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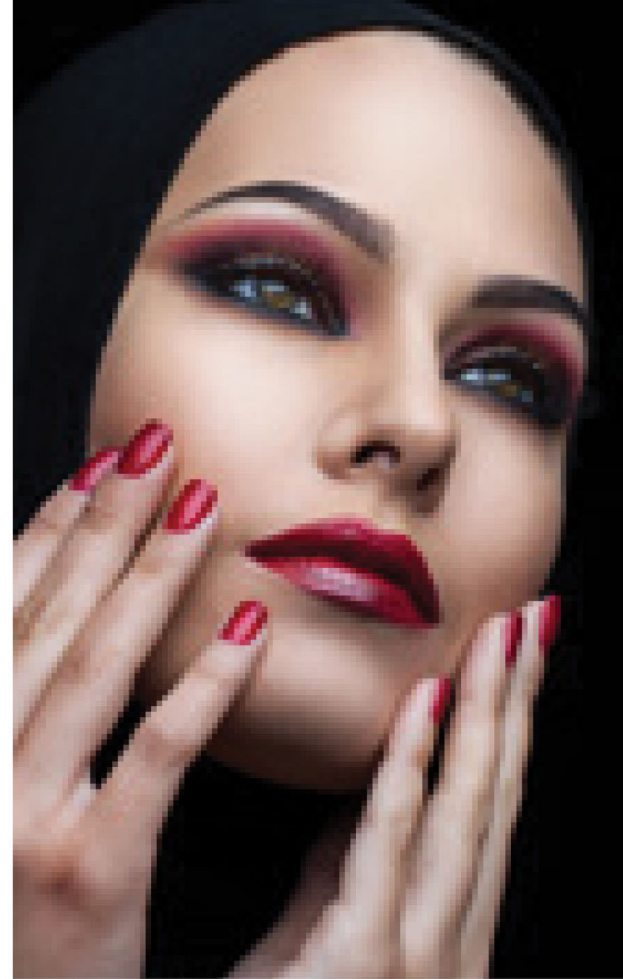
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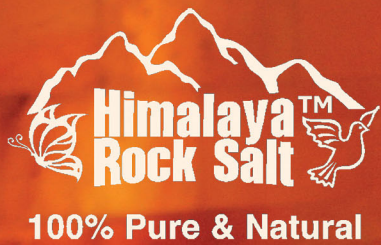
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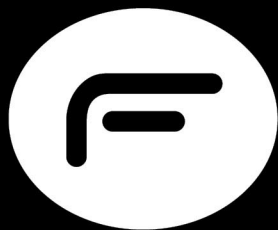
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GC A014

Jacqueline d'Antibes



GC A019

Velvet touch



GC B004

I'm not crazy!



GC B014

Miss Scarlett, I suppose...



GC C018

Ocean boulevard



GC C022

Holding back the years



GC D006

Black is black!



GC E002

For Greta, purple or brown?



GC E007

To Diana, with love



GC E034

Simply perfect!



GC F018

Sugarful



GC F019

Mint bubbles



GC F023

Hula Hoop pink



GC F100

Faby's red



GC G019

You are my Sunshine!



GC G021

Lucky Coral



GC G023

Do you think I'm sexy?



GC G105

Tropical fish



GC H010

Passport for my heart



GC I018

The Queen of flowers



GC R006

The ladies of Leonardo



GC S087

Carry on the pink pride!



GC S091

Soft pink

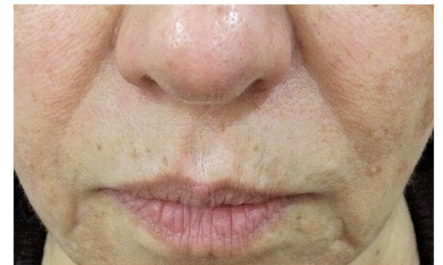
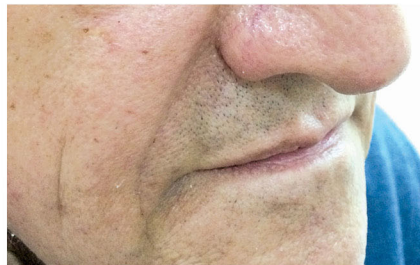


GC S098

Teint de neige

# PLATELET-RICH PLASMA (PRP)

*Platelets are a rich source of growth factors that can be applied to facial aesthetics. The use of platelet-rich plasma for rejuvenation and augmentation is discussed by Dr Laila Hassan.*



The application of platelet-rich plasma (PRP) has been proven to enhance early wound healing and healing in diabetic ulcers. Concentrated platelet preparations have been used clinically since the 1990s to simulate the native wound healing environment compared with that after isolated growth factor application. There is also substantial clinical proof of PRP in other areas of medicine—platelet gel is widely used in orthopaedics and oromaxillofacial surgery. Platelet recovery systems have been developed where erythrocytes are separated from white cells and platelets in distinct fractions. Platelet pellets are resuspended in recovered plasma, usually with 6–7 times the normal concentration of platelets in peripheral blood. This concentration is an autologous source of growth factors. After injection into the dermis and subcutaneous layers, the platelets are activated endogeneously by the body's own coagulation factors such as thrombin and collagen.

## **Common Growth Factors and Abbreviations Found in Platelet-rich Plasma**

Platelet-derived growth factor aa,bb,ab PDGF  
Transforming growth factor- $\beta$ 1,  $\beta$ 2  
TGF- $\beta$ 1, TGF- $\beta$ 2

Platelet-derived epidermal growth factor PDEGF

Platelet-derived angiogenesis factor PDAF

Platelet factor 4 PF-4

P-selectin GMP-140

Interleukin-1 IL-1

Fibroblast growth factor FGF

Interferons:  $\alpha$ ,  $\gamma$  I- $\alpha$ , I, $\gamma$

Insulin-like growth factor ILGF

For the enhancement of skin

texture, glow and hydration, PRP is applied via superficial dermal injection using a mesotherapy technique. When used as filler, PRP is injected dermally or subdermally to volumise and reshape the skin. The autologous character of this agent means there are minimal side effects, but these usually take form of mild bruising, swelling or, theoretically, infection.

## **Contraindications**

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sustained effect.

There should be minimized user interaction and maintenance of a closed system. This will minimize the potential for contamination.



# Dr. Laila Hassan

Dr. Laila completed her MBBS from Khyber Medical College in the year 2000. She completed her MCPS training in ENT from PIMS. Recently, Dr. Laila completed her certificate training from American Academy of Aesthetic Medicine, and has good experience with fillers, Botox, mesotherapy, vascular lesions, use of lasers, glutathione, skin tags and moles removal, PRP, chemical peels, etc.



# A MANE-DATORY TALE

*Olaplex, the product that's creating waves internationally, arrives in Pakistan and is set to change the way we colour our hair.*

**by Mariam Mushtaq**



Trends in the beauty industry are born practically every day and forgotten just as quickly. One day it's contouring; the next day it's strobing. From ombre to babylights to balayage, the rapidity with which the latest sensation replaces an old one leaves me feeling a little breathless and to be honest, often out of my depth. I love my beauty fix just as much as the next girl but a little bit of consistency would be nice and so much more helpful when it comes to making that all-important decision of what new service/product to try.

Hence, the recent announcement that Olaplex was launching in Pakistan had me intrigued. While a relatively new service, this 'revolutionary' hair care system has taken the international beauty industry by storm. Launched more than a year ago, it managed to catch the fickle fancy of the myriad stylists, bloggers and general beauty addicts who make up this industry and is still keeping them hooked.

Olaplex is available at a select few

salons in Lahore and Karachi, one of them being stylist Ali Teiseen's salon in Gulberg, Lahore. During an introduction to the service, hair expert Ali Raza took the time to explain the chemistry behind it. We'll spare you the lab lesson and put it down as simply as possible: Hair is made up of the protein keratin, which is arranged in the form of bundles. The bundles of keratin are held together by disulphide bonds, making the hair strong and healthy. Excessive colouring and chemical treatments, as well as prolonged exposure to heat treatments, weakens the disulphide bonds and breaks down the links between the keratin molecules, causing hair to look rough and damaged.

Why are Jennifer Lopez, Gwyneth Paltrow and Kim Kardashian's hair stylists exulting over the product? "Because finally, here is something that actually helps to reestablish the broken bonds, albeit artificially. For hairstylist, this is god-sent, because it means that we can experiment with colour, push the boundaries of styling and go light without the fear

of damaging the client's hair," says Raza.

Olaplex is recommended both as a stand-alone service to repair and strengthen damaged hair and as a tool that can be added to the process of colouring or bleaching to minimize breakage. In the case of the latter, Olaplex is especially beneficial for those clients who consistently lighten their hair and have had to put an end to their blonde ambitions because of excessive hair loss.

"By adding Olaplex to the colour mix, I have the freedom to work even on damaged hair and I can dare to go as many as three to four shades lighter than normal because I know the added component is working on making the hair stronger, instead of weakening it, as in the case of a regular colour job," says Raza.

The downside (because obviously, nothing in the world can be this perfect) is the cost in terms of time and money. Salon time will be increased by a minimum of 60 minutes, because Olaplex will slow







down the colouring process. It will also add a minimum of PKR 5,000 to the total price-tag. But it will also mean that you'll be saying bye-bye to those raggedy ends and stressed-out locks, replacing them with hair that feels visibly softer.

Olaplex can also be used as a stand-alone treatment, which is what I tried out. The hair is first shampooed and towel-dried and the product is then applied to the hair strand by strand. It only needs about 30 to 40 minutes if it is used on its own and a thorough rinse to wash it out. Following a blow-dry, I could see that my hair looked healthier and fuller than before and it smelled good enough to eat. Consistency is key for optimum results. Raza

recommends coming in for an Olaplex treatment every 6-8 weeks for at least 4 visits if using Olaplex as a separate treatment. When added to your colouring session, the results are almost instant (better results/no breakage) but it is recommended that you use the take-home version of the product every 8-10 days. This will help seal the artificially-created bond and maintain the hair's healthy new texture.

Is the treatment worth investing in? I would give it a thumbs up, maybe not for everyone given that it is expensive but definitely for those who suffer from extensive chemical damage but don't want to give up on lightening their hair. Moreover, it's a product and requires serious

technical expertise, so be sure you use it with a stylist you trust. In the hands of an expert, it can open up a whole new world of hair experiments and allow you to achieve that shade of light you always dreamed of.

In Pakistan, a special activity was organized at hair expert Ali Teiseen's salon in Lahore, where select journalists were given an introduction to the product and a live demonstration of the OLAPLEX standalone treatment, by hair expert Ali Raza. Ali explained that OLAPLEX links broken bonds of the hair into one which is why hair doesn't break no matter how harsh the treatment being done might be.



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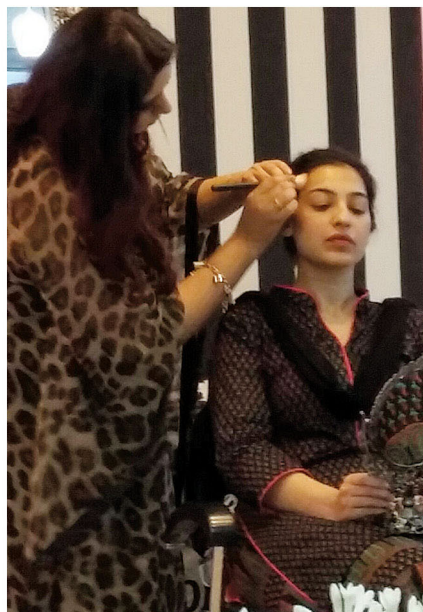
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# THALGO PARIS

A group of 13 salons owners from Pakistan visited Thalgo office in Paris to take the Mceutic product presentation.





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# BENEFITS OF **SKIN EXFOLIATION**

## **SHIRIN HASNANI**

*Aesthetician/Laser Tech (USA)*

*Member of Houston Aesthetic Network Association*

*Licenses/Permits Dubai Health Authority (DHA)*

*IMC Medical Centre, Dubai*



Our skin cells are constantly being created to replace existing skin every 28 days on average. Sometimes, the old skin stays and does not flake off completely which causes cracks, lines, itchiness, blotchiness, blemishes on the surface of the skin. When this dead skin does not completely fall off, it can clog pores which can eventually lead to breakouts and acne. The good news is that exfoliating helps remove this dry skin and let the fresh new skin come to the surface preventing clogged pores. This results in a radiant glow, younger looking skin which makes you feel better about your appearance.

There are two types of exfoliation; Manual & Chemical.

'Physical' or manual exfoliant means that you have to do the work. The exfoliants include facial brushes, sponges, and scrubs.

Chemical or 'acid' exfoliant does the work for you. You apply it, leave it on the skin and it works to dissolve the dry skin cells. These exfoliants include ingredients such as Glycolic Acid, AHS's, BHA's and enzymes

such as pumpkin, papaya and pineapple. Incorporating an oil free moisturizer into your daily skin care routine will help ward off excessive dryness, peeling and irritation.

The difference between Beta and Alpha hydroxy acids is that the former is oil soluble so it can penetrate into the sebum, unclogging pores. Alpha Hydroxy acids are typically derived from fruits which is water soluble so it does not penetrate into pores, rather loosens the surface dead skin cells. Beta is better for acne prone skin and Alpha is best for sun damaged, or thickened skin where breakouts are not a problem. For sensitive skin, I suggest using the enzymes instead of the acids as these tend to be gentler on delicate skins. Those with acne, especially inflamed acne should avoid exfoliants altogether unless otherwise advised by a doctor.

### **Important Tips:**

It is important not to over exfoliate. If you use a facial scrub and your skin turns bright red

feeling irritated afterwards, it probably means that the grains used in the scrub are too large. If you are using chemical exfoliants and your skin starts to dry out, you may be removing too much of the skin's protective barrier letting out much needed moisture. The skin likes little boosts but not on an everyday basis. The goal is to let the skin exfoliate with minimal irritation.

For oily skin types, exfoliating twice a week is enough to keep cells turning over at a good pace. Combination or dry skin types however can do it once a week.

If you are currently using any acne medications especially isotretinoin, retinoids such as Retin A (tretinoin) or adapalene, or any other medication, consult your doctor before beginning any exfoliation treatment.

Sunscreen should be applied daily atleast half an hour before going out in the sun. The day you exfoliate, go easy on your skin. After scrubbing, avoid sun exposure, harsh masks or facial peels, and hair removal products.

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