

Health & Fashion

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Jan-2019 Vol.9 Issue 2

Never Miss this Guess Apparels for Appreciation

**Collagen
vs Astaxanthin:**

The Secret to
Great Skin

Are you mentally
prepared
for this Christmas?

**Day Care
Laparoscopic
cholecystectomy:**

**Premature
Greying
of Hair**

**TINSEL
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Content

12



08



42



20



52



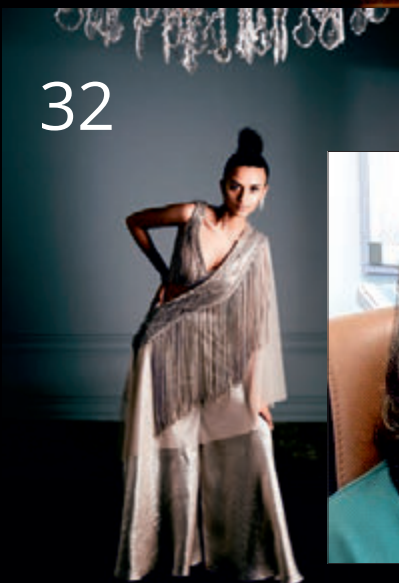
40



36



32



28



10



Editorial



04



54



Dear Readers,

We are on the threshold of a New Year, 2019 with its spectacular assortment of immense possibilities. Our future – immediate one knocking at the doors and the distant one waiting in the wings – both spell great & grand avenues leading us to paths of glory.

Mayan Awards is on the verge of celebrating its next edition. The sixth edition is the occasion when our magazine, "Health and Fashion" will be coming out with its fresh print. As usual, our issue will be a pantheon of superlative presentations – a surfeit of writings related to medical science and relevant to fashion consciousness. A good cross section of medical experts will be contributing articles to 'Health & Fashion.' Mayan Award 6th Edition will lead to a gala jamboree of glittering personalities – the D-Day being **19th January**. The Chief Guest of this glamorous occasion will be none other than **Dr. Kiran Bedi, The Honorable Lt. Governor of Puducherry**.

We wish all the people of Tamil Nadu to start this year with a fresh batch of resolutions. Those who do not have the habit of reading newspapers daily can commence this beneficial practice and enrich themselves with a fund of knowledge elevating them to the horizon of wisdom.

They can purchase at least one book each month. This propels them to the habit of reading besides it serves the purpose of a blessing in disguise so far as the writers are concerned. The community of authors will be boosted very much if their books are sold like hot cakes. Incidentally, it is worth mentioning here and it is in the fitness of things to inform you that Dr. Amitava Ghosh, an author of several books in English and who is settled in USA at present has been awarded Bharatiya Jnanpith Award – Indian equivalent of British 'Booker' and American 'Pulitzer' - for the current year, 2018 recently.

Another worthy resolution is physical exercise. When chess is considered to be a gym of the brain, any physical workout can chisel the bio system of the people. It will pave the way for the robust health of any individual. Let us not forget the age-old aphorism – Health is Wealth. There are sayings which indicate that an apple a day or an egg a day will be good for health. An exercise of 30 minutes per day will also pave the way for a healthy frame. It need not be a heavy workout. Even walking for half an hour a day – if not jogging – will suffice your requirement of healthy wealth in your life.

We wish all our patrons an effulgent New Year.

Editor

Starbucks

Brings Christmas Magic to All its Stores Across India



To take home the spirit of Christmas, Starbucks has launched the Christmas Blend Via Ready to brew coffee – a special blend enjoyed by Starbucks customers around the world during the holiday season. The seasonal Starbucks Cards and enchanting holiday merchandise pay homage to the fun and joyful mood of the season.

This season also sees Starbucks bringing the scrumptious Carrot Cake with Cream Cheese, a classic take on carrot cake but loaded with cream cheese and vanilla sauce. What is Christmas without some calories? After all its once in a year opportunity to binge on these amazing drool worthy cakes and Frappuccino!

Veetika Deoras, head – Marketing at Tata Starbucks says that “This season Starbucks is blending the spirit of Christmas into all that we do and the special festive products that we offer. As our customers walk into our stores, they will feel the festive vibe and the warmth of our partners. We are unfolding the Christmas magic with our delectable seasonal beverages and food that become even more special as we serve them with love in our iconic Christmas cups. Our collectible exclusive Christmas merchandise pays homage to the magical spirit of the season. With all these Christmas treats, our customers are bound to feel the magic - and that's what makes us happy. For us, our customers play the most important role in creating the perfect Starbucks Christmas experience”.



With the holiday season upon us, Christmas is in the air and we can taste it in our coffees too! Away from the flavour of pumpkin spiced, to something even more nice All Starbucks stores across India are decorated for the holiday season to spread the joy of Christmas. Starbucks treats the coffee lovers with the Starbucks Snowball Dark Mocha Frappuccino and Starbucks Toffee Nut Crunch Latte that are available across all stores to rekindle the magic of the season and all the joy it holds. Starbucks stores are adorned with festive décor and customers can enjoy the spirit of the holiday and their favourite handcrafted beverages in this year's new holiday cups. With Halloween over, the holiday season begins to get underway, and one of the telltale signs that Christmas is coming is Starbucks' unveiling of their holiday cup selection.

This year, the monster coffee chain has unveiled their four new cup designs, all decked out in the colors of Christmas including one with stripes, one with a green argyle pattern, one with red and white flames and one with mistletoe-like coffee cherries in red and green.

Day Care Laparoscopic cholecystectomy:

by: Dr. Radhakrishna P. Director & Senior Consultant - Surgical Gastroenterology

Laparoscopic cholecystectomy is a procedure in which the gallbladder with stones is removed by laparoscopic techniques. During a laparoscopic procedure, small incisions of up to half an inch are made and plastic tubes called ports are placed through these incisions. The laparoscope with an attached micro-camera is then introduced through the port which allow access to the inside of the patient. The camera transmits an image of the organs inside the abdomen onto a television monitor. Your surgeon can then see your gallbladder on a television screen and do the surgery with tools inserted in other small cuts made in the right upper part of your abdomen. Your gallbladder is then taken out through one of the incisions.

Gallbladder:

Gallbladder is a pear-shaped organ that sits just below your liver on the upper right side of your abdomen. It collects and stores bile — a digestive fluid produced in your liver and pumps it into the intestine whenever you eat food and this bile aids in digestion of certain substances in the food.

Reason for performing cholecystectomy:

A cholecystectomy (removal of gall bladder) is commonly performed to treat gallstones and the complications they cause. Your doctor may recommend a cholecystectomy if you have:

1. Gallstones in the gallbladder (cholelithiasis)
2. Gallstones in the bile duct (choledocholithiasis)
3. Gallbladder inflammation (cholecystitis)
4. Pancreas inflammation (pancreatitis) due to gallstones.

What are gallstones?

Gallstones aren't really stones. They're pieces of solid material that form in the gallbladder. Two main kinds of

gallstones are

1. Cholesterol stones - these are usually yellow-green in color. They're the most common kind, accounting for 80% of gallstones, and
2. Pigment stones - these stones are smaller and darker. They're made up of bilirubin, which comes from bile, a fluid your liver makes and your gallbladder stores.

Cholecystectomy can be done in two ways. One is open cholecystectomy and the other is laparoscopic cholecystectomy. Open cholecystectomy involves a much wider incision while laparoscopic cholecystectomy involves minimal incision, which makes recovery quicker.

Benefits of daycare laparoscopic cholecystectomy:

With daycare laparoscopic cholecystectomy, you can go home the same day with just 6 hours of hospitalization required. This is one of the very few hospitals which offers daycare laparoscopic cholecystectomy treatment. The benefits are many like surgery today – home today, No post-surgery pain or nausea, normal diet the evening of surgery and getting back to work the day after surgery. It is coming to the hospital early in the morning, getting your diseased gall bladder removed and leaving the hospital by mid- afternoon – SURGERY TODAY – HOME TODAY.

Are you mentally prepared for the

By: Meenakshi Girish

With the holiday season fast approaching, we cannot help but get excited for the surprises that await us. To most of us, Christmas is the season of joy, giving and togetherness. Any occasion, for that matter is a time for love – a time when family and friends are prioritised over work and daily stress. To a majority of people, there is no greater joy than being in the company of the ones they love and sharing old memories while creating new ones.

This happiness and sense of self satisfaction is doubled when coupled with the right state of mental health. As many experts would define it, mental health is a level of psychological well-being, or an absence of mental illness. To look at it from another angle, mental health is also the ability of a person to

adapt and adjust to their surroundings and circumstances, both emotionally and behaviourally.

Be it making lists, or writing and sending invitations to near and dear ones, or even shopping and decking the halls with boughs of Holly; positive mental health keeps a person



his Christmas?

organised and to an extent – sane.

On the contrary, a troubled mind that suffers from depression, anxiety or any other mental trauma, will find it overwhelming to plan, prepare and execute Christmas plans (or any plans for that matter). While victims of anxiety and panic attacks will try to stay clear of social contact, people suffering from depression might find it hard to take part in the merry making and mingle with the crowd.

According to a research by the National Institute of Mental Health (NIMH), certain mental disorders like Obsessive Compulsive Disorders (OCD) result in a person having uncontrollable, recurring thoughts that urge them to perform certain actions. While this disorder can be used to a person's advantage, such as to get work done on time, checking and rechecking to ensure everything is as it should be, ordering and arranging things in a precise way, etc. it can also be a hindrance to the person. For example; excessive cleaning or handwashing



can not only be problematic for the person with OCD, it could also hurt the people around them and the way they think of the said person.

People with a positive mental attitude have the upper hand in party planning, as they can effortlessly improvise as plans change and adapt to people dropping out or joining in. They believe in the idiom “the more the merrier” and go the extra mile to ensure that everyone is having a good time.

One of the main mistakes a person makes during the holiday season is indulging in alcohol and too much food. Mental health teamed up with self-control will help a person remain sober and still be a part of all the goings-on during Christmas. On the other hand, people with impulse control and addiction disorders will have a hard time controlling their urges and addictions. A Pyromaniac will want to start fires wherever they go, a Kleptomaniac cannot resist stealing others belongings (however immaterial it may be) and an alcoholic will resort to consuming too much alcohol.

The problem with these disorders is that the people suffering from them become so involved with the objects of their addictions that they begin to ignore their responsibilities and lose their hold on relationships that are important to them.

Let's be frank, Christmas is definitely a season to be thankful and indulge in luxury. But indubitably, a positive mental attitude can help a person keep themselves in check while not missing out on the fun. This holiday season, stay calm and organised, get in touch with the people you love and most importantly, keep things positive up in your head!

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Roshan to Rado – courtesy Hrithik

“Six-feet and six pack” handsome guy with aquiline nose and athletic build, resembling a Greek warrior character, a heart throb of millions of girls in India and abroad, has arrived in Chennai recently to be a guest of honor at the new Rado store in VR Mall where the pioneer in Swiss watches inaugurated its festive collection of the season.

Speaking at the event, **Hrithik Roshan** said: “It is a pleasure to be here in Chennai to launch Rado's new festive season collection at this beautiful new store. I have been with Rado for six years now and I really identify with the brand's commitment to pioneering design and the quality construction of the watches.”

In an attempt to bring the thrill and excitement of the festive season, Rado arranged a spectacular evening with the theme 'The Elements of Time' offering a glimpse of well-known Chef Manish Mehrotra, who has come to Chennai, to display its unique collection pertaining to the colorful season. The cynosure was Hrithik Roshan, the macho man of Bollywood and Yami Gautam, an actress with potential to reach great heights plus a choice assemblage of gorgeous girls.

Rado, a popular brand in the Time World, has featured inimitable fresh specimens from Rado's prime HyperChrome, DiaMaster, True Thinline and Tradition families. The collection consolidates the company's standing as the Master of Materials. Rado has emerged as a major design-maker in the highly competitive and ever-widening watch industry. The glittering evening provided an out-of-box opportunity for those who assembled there to witness the brand new models first hand as well as to gather details about the watches from Rado's master brains.

Among the ultra-mod collection, the following watches stole the show.

The new Rado DiaMaster collection

The new Rado DiaMaster models showcase Rado's bold approach to

design and how the brand succeeds in daring to be different. With pared-down details, and large, open and readable dials, the DiaMaster proudly represent Rado's minimalist design approach. New models in yellow gold and rose gold coloured Ceramos™ bring a new slim line but scratch-resistant look to the collection; pioneering plasma features on the new COSC certified Petite Seconde models and smoked sapphire crystal makes an appearance on the new automatic edition, which also offers a glimpse of the movement inside.

The Rado Tradition 1965 Auto

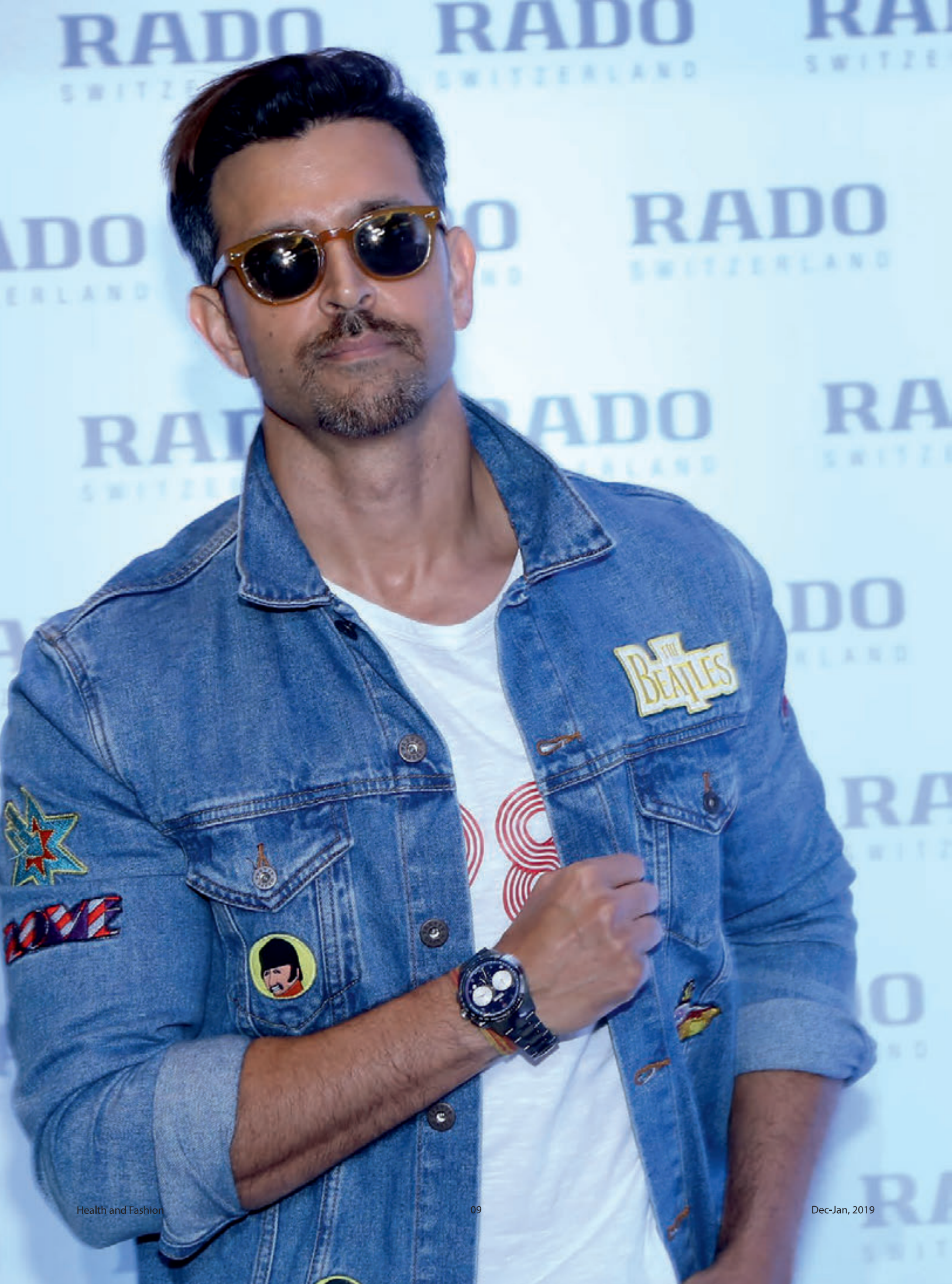
Inspired by the original Rado Manhattan from 1965, this new model takes the very best of the vintage timepiece and updates it to suit the preferences of modern wearers. With the look and feel true to the original Manhattan, but with a larger case, more durable materials and super scratch-resistant sapphire crystal, this is Tradition, updated for the 21st century.

Rado HyperChrome Ultra Light

With the brand's dedication to innovation and to pushing boundaries, the new HyperChrome Ultra Light is everything you would expect from a Rado, featuring groundbreaking materials, innovative new elements and show stopping design. Presented in two earthy tones, the bronze and brown pieces weigh just 56g but are obvious heavyweights in the style stakes.

Rado True Thinline Nature collection

Taking the essence of Rado, and blending it with elements of the natural world, the True Thinline Nature collection demonstrates Rado's supreme ability to create high-tech ceramic colours beautifully and consistently. The vibrant green, earthy brown and tranquil blue of the collection are sure to find a home among watch enthusiasts who love nature and distinctive colours and are looking for an item of long-lasting beauty and quality.



Physical Shape Hinges on Psychic Power

The most appropriate time to enter a gym will be a duration when the gym is not crowded. Because, there are a couple of reasons:

(1) If a high number of aspirants visit a gym, the availability of instruments will be a problem.

(2) There will be a medley of sounds – almost a pandemonium – which will mar the peace of the place.

An ideal gym is expected to be an enclosure where the breathing sound of the participants cannot be heard – the exemption being the noise created by the tools and apparatus. Men and women will be in a state of exhilaration if there is complete harmony. That is the model gym. In other gyms where more body-builders enter, the hullabaloo will be intense. So, choose a gym where you are sentimentally motivated to lift the weights or use a treadmill. Only in serene surroundings, the mind can leverage the matter. Persons, who really aspire for a thorough overhaul of their body and spirits, should concentrate on their task at least for a period of six months. Those who want to change their physical shape, body composition, posture, strength, stamina, heart health, joint pain etc.,





are the people who initiate changes starting in the month of the calendar year – i.e., in January, and are still maintaining their healthy habits for 5 to 6 months. If you can continue your exercises at least for 6 months, you will be able to proceed those lifestyle habits forever with occasional intermissions strewn here and there due to extraneous reasons. This workout regimen can prolong for a longer duration once you get accustomed to this practice. This attitude of stretching the workouts will pave the way for rich dividends which you dream and aspire for.

Resolutions have to be down-to-earth and should not be impractical. Let us be very clear that incremental changes are realistically achievable. If the motto is beyond the scope of possibility, for instance, "I will lose weight" and "I will become fit as a fiddle" – and such decisions, they may prove to be failures because the duration & motivation are viable factors in physical workouts. Sticking to a specific mode of exercise without frequent alterations is a source-material for sustainability. Patience will be an added feature to take him to lofty heights. If one effects a specific change in his modus operandi and still persists in continuing the same for a particular period, it is a good augury for his healthy shape.

One, who wants to shape his biosystem, has to analyze deep into why he wants to make changes in his health & movements. For those who are above 50 years of age, the following recipes are very significant parameters. He may be interested to live for a long time so that he can play with his grandchildren. He may not prefer to be a burden or a bedridden patient on his partner and children. He may feel like gardening. He may want to be free from pain. He has to create a catalogue of desired fitness outcomes. He can write them on a sheet of paper and keep it on the table so as to enable him to see that every now and then. They will serve the purpose of a reminder card.

Drop 15 kilos.

Shed 50 cholesterol points.

Drop a waist size.

Take 30 seconds off your mile.

Be free from backache or joint pain.

Feel firm and supple.

These steps of action will make him reach his goal.

If it is possible for you to reach out to a well-wisher who can partner with you in your dietary regimen, consumption schedules, movement practice, workout procedures, etc., commit together to stay on it for a longer duration. You can join a class or a gym group or jogging list. Joining groups have the desired potential, if you can't choose a willing accomplice.

And at the end, don't throw your well-planned resolutions to the backyard or to the dustbin. This is your moment to get thrilled and plan a better fitness year than the previous one contemplated last year.

Especially, if you are above 50, you should be practical enough, at present, to grasp that you have reached a vital stage in your life. With all these formulae, if strictly adhered to, you will be certainly in a position to reach your aim.

Your vibrant year 2019 waits for you with open hands.



Tinsel World Touches New Horizons



Arthi Venkatesh - Here is an effulgent entrant to the glitzy horizon. Arthi Venkatesh has landed in the celluloid clusters with the sole intention of disturbing the peaceful sleep of hundreds of guys.

In an interview with a **Associate Editor**, actor **Arthi Venkatesh** gets candid in her bubbly, effervescent self as she recounts her brush with destiny. Clearly, a woman of the moment, she seizes every opportunity that lady luck tosses her way. She heartily discusses her passing passions and plans, flitting with the changing seasons as she was growing up. Waltzing through life, which began as chubby kid with a background in Viscom, she was then drawn to interior design before stumbling into modelling and later acting, as she metamorphosed into a stunning talent to reckon with.

Confident and eloquent Arthi, as a born storyteller, mesmerizes you as she recreates the vivid scenes of some of her memorable experiences while walking us through the making of 'Solo'. Her journey has been one of happy discovery, testing the waters as each new talent unfolds, and it will be interesting to watch this promising artiste take on new roles.

Here follows a Question & Answer Session, which offers an interesting account of her true personality.

What led you to modelling?

Modelling started back in 2009 when I crossed path with Prasad Bidappa in Bangalore, I was studying there. And he just said- why don't you go into Miss India (contest). So, he put me into Miss India- it just was random! It was not planned, and I never thought of modelling as (a way) of getting into the industry. So that is how modelling happened.

What about acting? Your latest movie 'Solo' was a big hit.

That also happened by chance. I was happy with modelling, I never thought of acting. But again it was a good team, I was in Bombay, I knew Bijoy (Nambiar) - he just tried to test me, and then one day he calls me and says "why don't you try this? It's a small role- like how you wanted, you can test it and see, the banner is good," it

also had Dulquer Salman, so I thought 'why not'. I was very comfortable with the team, and it was also a short stint.

What were your aspirations before you started modelling and acting?

So, my idea of life and career was undergoing changes every year- as a kid I wanted to be a teacher, then when I grew a little older, my mum is a doctor- so I wanted to be a doctor. Then I realized I'm phobic towards blood and hospitals, so then I wanted to get into design, something artistic, so that's when I joined Viscom, so then I wanted to become an art director, then I wanted to become an interior designer, so I studied Interior Design- and that was my profession. I am an interior designer. So, modelling just came my way, it was not planned. I was this chubby kid in my school and college days. It was never a part of my plan- so I would say, my aspirations change every now and then. I wanted to test everything- I was like- I want to do this and I want to do that.

You know, usually the family is not very supportive when children want to step into acting, did you have any family support or anything?

Yeah, definitely! I would not have made it but for my family. Initially, back then, it was quite a shock when it came to modelling. I am from a background where the (film) industry is not involved. My

parents are doctors. But, when I started, they were quite supportive but they were like "Is it safe?" "Will you be OK?" As time went by, they understood how it works, how I work. And once they grasped the system - this was what made me happy, being in front of the camera - they were very supportive.

That is really very nice, can you give some insights into your experience when you were shooting Solo.

'Solo' is the highlight of my life, I will never forget the experience with the whole team. It was a brilliant movie. I was a not camera-shy, but acting is completely different from modelling. It is difficult, it is not at all an easy job, you need physical and mental strength. With Solo I got really lucky. He (Bijoy) just called two weeks before the movie - I had not joined acting school, but luckily, the team was very good- they helped me and I learnt a lot from my director, my co-star, I evolved with them. Acting with Dulquer, he is such a big guy, I was intimidated, and I was wondering how am I going to do it. But, he is such a





brilliant actor. He was very grounded and down to earth, and he would actually teach me and also Bijoy would say "you can do this- you can do that" it was more helping & and prepping me for the scene, and I learnt a lot. The duet, which we shot in the forest, was like an adventure, a wildlife journey.

Any one memory/ difficult situation that comes to your mind when you were working for Solo?

We had a lot of difficult situations because I was not used to that brand of lifestyle. My director was a very chilled out person. He would think ten things at one time, so I remember one day we were supposed to wrap up by six o' clock, because in the forest the tuskers come out then. So, we just got delayed, and we continued to shoot, and my scene was going on in the forest, they were shooting with a drone and everyone was far away, and I had no idea of what was going on, I was just concentrating on my scene. And then suddenly, I did not know what was happening, I heard this sound, I didn't know from where, and everyone started running, everything was pushed down - the mike, the TV, the monitor. So, I was wondering what was happening. And then Bijoy came running- "What the hell are you doing," he shouted- "Just get into your caravan" and I was just shocked, I ran into my caravan and I had no idea of what was happening, where everyone was, it was dark outside. Then I slowly opened the door, and my assistant was standing in the next caravan, I asked him what's happening- he was shivering- "Do you know the tusker which came out" ... and I was just saying " You're kidding me, what if I was killed?"... "you want to kill me in the movie, you want to kill me in real life too?"

Are there any other projects that you have signed where we can see your amazing performance?

Not with films, I am still going through scripts. After working with this team, I have become a lot more choosy and comfortable, but at the same time, I am reading scripts. At the same time, I am doing TV shows and stuff like that.

How do you keep yourself so fit?

Arthi was laughing heartily and then said, "There's a new term, something

called 'fittish', I believe that I'm fittish! I would say I am not extremely fit or I'm the otherwise unhealthy also. I love food, but I do not eat junk food. I would rather die than following an extreme diet plan.

Do you workout?

Yes, I work out at least four- five times a week, depending on how much time I get... it is gym for three days and the other two days I do my cardio that is it.

So what do you have for a 'cheat meal'?

My cheat- meal would be 'dark chocolate', anything with dark chocolate. I enjoy sweets, so the only thing I do is the next day I burn it off, so I do an extra bit of running and cardio. Sugar is something I need at least once in a week, without it I get very cranky! No burger, no pizza, no chat, no problem!

Now, these days you see people being more conscious about being fit, and taking drastic measures to lose weight, what is your opinion on healthy weight loss?

One thing I am thankful to is the presence of my friends in Bombay, they had healthy lifestyles. So, in my early modelling days I wanted to fit in. To be a model, I had to be lean, I had to be thin- so there was pressure, so I was a person who starved myself to death, and there were blackouts and that's not healthy. I only realized (this) when my skin was looking dull and had no energy to do my thing, I could not get up to go to the gym. Slowly in the past few years, I have realized that living healthy is what makes you happy- it shows on your skin. I believe in being healthy. Social media had put so much of stress on you, you start comparing yourself, I have been a victim of that- I need to look like a model, an actor. But I've come to the realization that this was my body type. Eating right, working out, do your thing and gradually lose weight.

So, what is your favorite form of workout?

I like functional training and high intensity training, because I get bored of doing the same thing again and again. So, my trainer changes my program every two weeks.

How do you maintain a work-life balance?

The only thing that is hitting me is - sleep. I get too much of it or I do not get it at all. So also the sleep- cycle, it is not exactly a day-to-day job, where you go to sleep on time- that does not happen, I can speak for the industry. And I have the problem of insomnia- it's really frustrating. So what I have started to do is relax, I have started to meditate, play some music and put myself to sleep.

As you mentioned that you meditate, so what are the other healthy living practices that you follow.

I am yet to try out yoga. I have only done pranayama. I have not really done the other asanas, I am such a hyper person, and I feel 'Ah, what is this, this is too slow', no, (but) I have to, it calms your body and your mind. I have been exposed to a lot of things like Pilate, Power yoga- I've tried everything. Fitness, you have to stick to something for a long time - consistency matters- so that one hour I give to that class.

So, what is your all time favorite Hollywood movie?

Hmmm...I would say, The Notebook- I can just watch it- it is one side of romantic (me)!

All time Bollywood movie?

'Piku'- I loved Deepika, I loved Amitabh Bachchan- it was just cute and funny!

All time favorite Bollywood actor? And Actress?

Ranveer Singh - a heartthrob! Alia Bhat.

Tollywood Actor? Actress?

Vijay Devegunda. Samantha.

Hollywood Actor & Actress?

Quite a few actually- Ryan Gosling, Anne Hathway.

Any Bollywood movie which you feel you would have acted better or would want to do it?

I would want to do something like Kajol in Kuch Kuch Hota Hai, I would love to do the bubbly thing, because I can talk a lot, I would wanna try that.

And in a Hollywood Movie?

I think I would like to do something like Wonder-Woman. I would definitely love something like the 'black widow'- some super hero.

That final answer sums up Arthi - a diva with an eclectic taste!



IT IS A

DREAM

It is an universal truth that each and every woman has a dream of life – to have a baby of her own. The whole world is filled with such women who are not happy to be women but who dream to be mothers. They wait for years together – 5 years to 30 years, in some cases – to deliver a baby. They visit temples, churches, gurudwaras, pray at home just to give birth to a cherubic angel which calls her “Mom”. This word works wonders as far as a married woman is concerned. When she delivers a baby, she feels, she has accomplished a mission in her life. Without a baby, she feels, she just exists and not lives. Fullness of her survival reaches its zenith only when a baby caresses her cheeks with its petal-like fingers and calls her 'Ma'. She waits anxiously for this moment of her life. Lakhs of women in India are worried since their husbands and in-laws treat them with scorn and contempt if she fails to deliver a heir apparent to the family.

Dr. Geeth Raj is a consultant gynaecologist and a laparoscopic specialist – both professions in the same person. Her involvement in infertility cases have originated from the worrisome faces of woman without children. Each day, she happened to see such women. Her subconscious was filled with agony on seeing the spiritless souls walking on this earth with tears on their eyes. She is a part of Ramaprasad hospital at Prundurai, Erode district, Tamil Nadu. She is the Director of Versha Test Tube Baby Centre. She is in the field of medicine for the last 15 years. She started her own test tube baby centre before 10 years and she has been successfully carrying out her mission to the fullest satisfaction of her heart. She completed her post graduation from JSS Medical College, her fellowship in laparoscopy at Delhi and has undergone special training in infertility in the State of

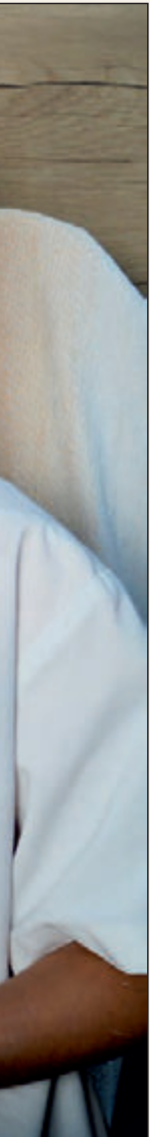


Dr. Geeth Raj

OF LIFE TO OWN A BABY

Gujarat. After this training, she proceeded to US in search of exemplary skills and in-depth knowledge in the field of infertility. This arena has been her passion since her school days.

Her passion to solve the problem of a childless woman, in fact, started when she was a kid. As a hobby, she started assisting some infertility experts during her school days. Due to her uncontrolled gravitational pull towards solution of infertility, she spent more time for her avowed goal of wiping the tears of women who are not blessed



with a child. She has personally seen how childless couples are suffering. A barren woman withdraws herself from the hustle and bustle of normal society since she feels it is a curse implanted on her. She coils herself in seclusion in order to avoid disturbing questions and taunting remarks of men and women who have a nagging penchant for wounding the sensibilities of the childless women. In some families, they are neglected also. It is extremely pathetic to know that some hapless women have been pushed to the stage of committing suicide. **Dr. Geeth Raj** wanted to bring joy and hope to a fraction of the million who suffer from mental agony. Her care and concern for such worried women is endless. That is why she has chosen this field as her stream of speciality.

She wants to achieve a 100% success rate in the field of infertility. Normally, even in most skillful hands, the success rate is only 60% to 70%. Her special focus is to help suffering patients through recurring implantation and repeated infertility losses. Propelled by a desire to bring happiness to such women, she used to consult doctors in US who are concentrating on the same mission. In addition, she used to contact Indian Council of Medical Research (ICMR) at Mumbai, where they are working on the receptor field with different modulations and various receptor machines. She was able to treat implantation failure cases in a satisfactory manner.

She was able to achieve more pregnancies with respect to such patients. Many women from the rural areas have continuously faced failures in their attempts due to inaccurate infertility treatment. They have failed 4-5 times. But, as far as this hospital is concerned, patients who have failed 13-14 times also met with success.

It is extremely difficult to work with them psychologically and emotionally asking them to undergo the treatment on multiple occasions. With proper care and attention, a good number of these women have delivered babies. "This has really boosted up my confidence", our doctor remarks. This is a morale booster and confidence builder for **Dr. Geeth Raj**. Very recently, a patient, who has visited many popular hospitals in the city and failed 8-9 times outside, came to this hospital. She failed twice in this hospital also and ultimately went back with a baby. What is required is individualizing the patients, taking their personal history

and family history into consideration and working on these factors for a good success rate.

"I am fortunate enough to get an understanding husband who takes care about my financial liabilities. My parents also give maximum moral support without which I could not have achieved what I had accomplished so far. It is very important for people to believe you and invest in you" – so says **Dr. Geeth Raj**. "My brother is a doctor in Houston, USA. Even though I am living in India, I often visit my brother. So, I have gathered information about latest technology used in medical profession. I bought some of them and upgraded my hospital. Today, I am capable of giving the best medication to the needy people in my district. Our equipments and gadgets are at par with those in leading hospitals."

"We maintain state-of-the-art IVF Labs. In frozen cycles, our results are 70-80%. In fresh cycles, results are 65%. In fact, we are maintaining standard rates as far as India is concerned" – our doctor points out.

"Ours was the first centre to move to a free zone cycle in this area. We had trained ourselves very well within our chosen jurisdiction. We are freezing the embryos. We are directly placing them into the uterus. Since we directly keep them into the uterus, you have a lot of failure rate. Because uterus needs a separate time to get ready. Some take out the eggs at the optimum time. When they are ready, we freeze it and when the uterus is ready we transfer the egg into it. So, that is how we have a best quality embryo and best quality uterus resulting in the best pregnancy rate. I'm known as the Freeze all doctor. After seeing the results that I'm giving, people have started adopting similar methods" – said **Dr. Geeth Raj**.

The Government hasn't set any age limit. But, ICMR says that, in case of women older than 45 years, it becomes difficult to get the procedure done as there are high risks involved. But, in cases where the patients are 50 years old and do not suffer from any complications like diabetes, hypertension etc. and if the body parts are working properly, they can be treated satisfactorily.

"In our hospital, team work is the main reason for the stupendous growth we have achieved. My husband gives all instructions and completes the operation successfully. We don't believe in doing patch work if all prerequisites are not available on the same day. We concentrate on individualistic approach. This methodology has given optimum success in all our efforts. We give utmost importance to the convenience and comforts of the patients. In IVF team, as many as 15 experts work on a pre-determined schedule. We maintain our hospital with 50 beds and 3 operation theatres" – she says. Our doctor is concentrating on a lot of research. She is in touch with researchers from USA. Her friend in ICMR gives valid suggestions. They are working to achieve 100% successful pregnancy rate. According to the doctor, each woman who enters her hospital should come out as a mother, with a baby on her hands. That way, our doctor is trying to reduce the pains and pangs of childless couples.

My suggestion to the childless people is that they should have optimism and hope. That is the fulcrum of any enterprise. Many females, who visited our hospital with tired minds and spiritless bodies, have returned with babies in their hands. Human psychology also plays a major role.

Our doctor believes in the words of Swami Vivekananda: "Stop not till you have achieved." It is the only philosophy – a Taraka Mantra – in our life which elevates us to the peak of glory!

Rama Prasath Hospital
75, Kalliamputur road, Perundurai- 638 052
Erode District
04294-220393



Never Miss this Guess



uess?, Inc., an pan-world fashion citadel, has just inaugurated one of its stores in Chennai. Henceforth, ultramod girls and guys from this tradition-based metro can through this shop floor for their apparels, watches, handbags, denims, footwear, perfumes, what else and what not. It is the first directly operated flagship store in Chennai. It is housed in the well-known VR Mall and this shop will include the hot latest international Guess Store format.

In the month of May 2018, Guess opened an ancillary unit in India – Guess? India Pvt Ltd. It is purported to bring into force its scheme of consolidating robust direct control over brand development in India. As an extra adjunct to its well-anchored retail outlets, Guess India has

the propensity to establish the wholesale market by virtue of its E-Commerce domain elongating its range in this geographically vast country.

“India has always been a country of strategic importance to the brand, and given the recent relaxation of FDI (Foreign Direct Investment) norms, this was a natural decision.

It is a fundamental step for us to accelerate the strength of our brand with clear and strong control over presentation and product assortment that is consistent with our brand strategy,” says Victor Herrero, Chief Executive Officer of GUESS?, Inc.

As it is elegantly perceived, the showroom brings to our observation the quintessence of its brand value. The store bestows to its upmarket customers an ambience of excitement and inspiration. The immaculate white layout supplemented with effulgent hi-tech lights, contrasting features and rich looks craft the most contemporary and modern experience. Customers to this showroom are subjected to an enthralling emotion. Captivating digital videos and images introduced in the showroom create a hypnotic spell on the minds of the aristocratic clients and they speak volumes for the heritage of Guess.

This outlet will display an enviable range of Guess products aspired by guys and girls of this modern metro with a traditional background. Guess is a very popular franchise in the whole of the globe due to its ultra-mod, currently styled and voluptuous feel. It always interacts with trendsetters professing eye-catching styles and head-turning looks. Guess always takes pride in persistently aligning with the customer needs and popular trends.



Shine and Glow Throughout this Season of Celebration

People are subject to tons of advertising from the industry giants trying to convince them that their synthetic formulas will work wonders on their skin. Although small companies making pure, natural beauty products don't have the advertising dollars needed to gain household recognition, the quality and performance of their products makes them worth searching out. If you are in pursuit of a healthy lifestyle, choosing Organic skincare is a priority. The main reason to choose organic skincare products is because they work better, and they are better for you.

When you choose organic skincare, you are choosing products whose ingredients work with the sophisticated natural systems of your skin. Given the right nutrients, our skin has the ability to care for and mend itself. Our bodies use nutrients absorbed not only through food, but

also through the skin. It is medically understood that what goes on your skin absorbs into your bloodstream and is carried through your body. Why is it that we are far more scrutinizing about what we put in our body than what we put on it? You have probably thought about the benefits of eating a healthy diet. It makes you wonder about the effects of all the chemicals in the skin products that you are slathering on and rubbing in.

Nearly 20% of personal-care products contain at least one chemical linked to cancer, and yet the FDA has not regulated beauty ingredients since 1938. This, however, is evolving as consumers change their lifestyle and consumption habits. A 2004 study found parabens in 18 out of 20 samples of human breast tissue. Parabens are in almost 100% of drugstore skincare products and cosmetics. Finally, only about 10% of the 10,000 chemicals commonly found in personal care products have safety data.

Now we can begin to understand why you must throw away your non-organic products. First and foremost, the toxic ingredients they contain can (and do) cause cancer. As the creams, lotions, serums, etc are absorbed through the skin, they are then traveling to your bloodstream and



inside the body. Studies have shown that the toxic ingredients have been found in biopsy samples from breast tumors, ovarian cancer and more! A way to prevent these and still pamper yourself is by trying Organic Harvest. It is an all-organic brand with an extensive skincare, haircare and bodycare range. Brand's philosophy is rooted in crafting products that are organic, safe and offer long-term benefits. For this festive season, Organic Harvest has introduced a special product for your skin- 'Activ Blush Shine & Glow Serum and Cream'. The blend of Beet root extract and Bearberry with Iris root extract helps the skin to retain the moisture and elasticity, thereby, conceals skin imperfections and adds natural freshness, moisture to the skin and is an assured remedy for the mandatory festive glow. The Activ Blush Shine & Glow Serum also comes as a special combo pack, which makes it an ideal gift set for your loved ones.

The Activ Blush Shine & Glow Serum is a miraculous serum with Gold dust, Beet root and Iris root extracts imparts a radiant shine and glow. These ingredients penetrate deep into the skin, help the skin to retain moisture, help fortify skin, and also promote skin elasticity and repair. The Key Ingredients used here are Gold dust, Iris root extract, Beet root extract, Sodium benzoate, Potassium sorbate and perfume.

The Activ Blush Shine & Glow Cream is the blend of Beet root extract and Bearberry with Iris root extract helps the skin to retain the moisture and elasticity, thereby, conceals skin imperfections and adds natural freshness, moisture to the skin. The key ingredients here are Hydrolyzed Corn starch, Beet root extract, Gold dust, Bearberry extract, Iris root extract, Pro Vitamin B5 and perfume. Both these products are colour free, Phew !

So while one may think that they are pampering and following a regime for good skin, they are actually doing it !

PORURWALLAHS MAKE A BEELINE TO BARBEQUE NATION



Barbeque Nation, a popular dining restaurant, has set up its brand-new branch at Porur, a vibrant locale of Chennai. This is the seventh outlet of Barbeque Nation in this tradition-loving metropolis. Incidentally, it is Barbeque Nation's 116th branch in India and 122nd internationally, inaugurated by NGO kids.

As far as the exteriors and the interiors of this kitchen-house, it is an experience to pamper our emotions. It is not only a catering joint. It is a caring point as well. Eateries of this throbbing city can now enjoy the pleasure of grilling their own vegetarian and non-vegetarian barbeques on live grills, placed on the tables of the restaurant. There is sufficient space to treat around 140 guests. This restaurant has been meticulously planned and designed in tune with the legacy and style of Barbeque Nation as witnessed in other towns and cities. It displays an orange logo with a crown atop the brand name. The exteriors present a vignette a brand new take on traditional Barbeque Nation with adequate and appropriate changes in colour combinations, seating arrangements, ambience, and most importantly the dress codes of service personnel to frame an ultra-mod and ever-vibrant atmosphere.

Barbeque Nation is a restaurant which is the first one to pioneer DIY (Do it yourself) cuisine with a concept of live, on-the-table grill. It is the largest casual

dining brand in the entire nation. This restaurant provides a pre-fixed chart of delicacies sold at a pre-decided price tag. Menu is chosen from the foods of different continents – Mediterranean, American, Asian and Indian cuisines – a saliva-oozing and mouth-watering catalogue from the Occidental and the Oriental lists. Customers are at liberty to cook their own dishes.

The buffet system at Barbeque Nation displays a catalogue of vegetarian and non-vegetarian eatables – main course meals and a plethora of tasty soups. One can enjoy various kinds of desserts in this Porur branch of Barbeque Nation – like the most popular kulfi, brownies, ice cream and fresh fruits.

The famous starters menu will include Mushlika Chicken Tikka, Copper Pepper Grill Fish, Angara Tangdi, Mutton Masala Seekh, Cilantro Fish and Lemon Herbs Prawn for the non-vegetarians and for the vegetarians Tandoori Paneer Tikka, the in house special Cajun Spice Potato, Honey Chilli Pineapple among others.

Operation Manager, Barbeque Nation Hospitality Ltd said, "We are extremely pleased to announce the launch of our Seventh outlet in Chennai and the fourteen in Tamilnadu. It has been an absolute delight to serve the people of the state with a rich food culture and a taste for varied cuisines. The people of Chennai can now experience the art of DIY grilling and savour our lip-smacking menu offerings."

RESTORING LOST HOPES IN SMALL TOWNS



Medicine is one of the necessities of humankind. Gone are the days when people braved the weather and shrugged it off. The need for quality medical care at affordable health care is mandatory for people from all walks of life. However, the reality is entirely different, and there is no equality in it. Unfortunately, money does decide the quality of healthcare in some situations. Though the government has taken steps to bridge this gap, there is still a significant demand for speciality services. Even in the modern technologically advanced society, there are instances where people die due to the lack of proper care. Even the extensive cognisance does not change the fact that our medical system needs restructuring. The sole effort of the government is not enough to improve this situation. It also calls the support for private practitioners to contribute and make a change in the society. Some physicians have understood this need and have endeavoured to offer quality health care even in the remotest cities across the country. In this line of extraordinary humans is **Dr. Revathi**, a native of Ariyalur who has established an In Vitro Fertilisation centre in her hometown to create miracles. Infertility is not only considered as a disease or syndrome in the small cities. It is also seen as a curse and the couples suffering from it undergo physical and emotional trauma. The society keeps reminding them of it with or without the intention of hurting them. It adds to the stress which delays pregnancy, and

this is quite a vicious cycle. The lack of proper medical help does not help the situation either. People are forced to travel to the bigger cities in the hope for a miracle. These treatments can also create a considerable dent in the financial status. One of the significant requirements of a healthy pregnancy is a happy mind. The anxiety combined with the hassle of travel can be detrimental to the treatment process. Some people even lose hope in all this tension and suffer in silence. These standard hospitals in smaller towns have been a boon to these patients and have restored their faith.

Dr Revathi, the founder of **Bhagiya IVF Centre**, started her medical career in Madurai Medical College. She continued her Post Graduation in the field of Obstetrics and Gynaecology in the same college. She was instilled the value of service right from an early age. Her mother was a teacher by profession, and she served as an example and inspiration for Dr. Revathi. She offered financial support to many children in her area despite her economic shortcoming. Her troubles did not stop her from helping others and guiding her daughter in the right direction. Following in her footsteps, the kind-hearted doctor decided to offer her services to her town people at an affordable price. She wanted to change the future of the women suffering from infertility issues in her town, and she did it by opening the IVF hospital in the honour of her mother.

Dr. Revathi understood the impact of illness on the patient and the family member through the first-hand experience. She saw the suffering of her loved ones and vowed to choose a medical field to offer quality health care. This was her first push towards this profession. She wanted to offer standardised treatment to people suffering from diseases. She decided that she will help others in her situation and do her best to stop their pain. She worked hard to accomplish her dream. Her family faced a significant challenge in making the financial ends meet. However, this did not discourage her from pursuing her dream. Her parents were hard-working individuals who instilled the value of work and dedication. Her father was a postmaster, and he is quite proud of her achievement. She redefined her history and decided her money troubles will not stop her. She credits her success to her mother who was the motivation to establish the hospitals. She does not manage one but two hospitals and still finds time for her family.

Bhagiya IVF centre is development with international standards to offer world-class treatment for the patients. The couples who were otherwise visiting hospitals in Trichy or

Bhagyaa Fertility Centre H-18, J.J Nagar, Opp. Govt Play ground Sendurai road, Ariyalur. Phone : 04329-221201



Dr. Revathi

Coimbatore consider this centre as a blessing. The centre has two fully functional operation theatres with the latest amenities for IVF procedures. Dr Revathi has also started a multi-speciality hospital which caters to patients suffering from different kinds of illness. The hospital has three full-time doctors and a team of visiting specialists. This is a 24 x 7 centre which caters to the health needs of the town. Her husband who is an anaesthesiologist also aids the management of both the IVF centre and the hospital. He has been a great supporter of her work and has helped her make this possible, she added. She sees about 20 to 50 on any given day. The treatment cost is more economical compared to other health centres in the locality. Her success rate is pretty impressive, and there are at least 60% positive results in each batch. She has successfully delivered over 100 healthy babies in a short span of two years through IVF treatment. She is quite proud of the fact that Bhagiya IVF Centre is the first fertility centre in the locality. She has established this centre to fulfil her mother's wishes and is happy about the fact she has accomplished it during her mother's time. She firmly believes and owes her success to her mother blessing and wishes. Dr Revathi bravely fights all odds, and she strives hard to offer quality service to her patients at nominal prices. When asked about a piece of advice she would like to share with readers. She insists on the importance of finding the work-life balance. Despite her busy schedule, she ensures that she spends quality time with her family. She encourages her patients and readers to do the same and find time for the loved ones no matter how busy the work life might be.



Health tips for a Happy Life



Fitness and health cannot be achieved in a day. Therefore it is important to diligently follow healthy habits and practice an all-round lifestyle. So here are some simple tips that should be followed on a daily basis to attain your health goals.

Wake up with a positive attitude

Although this might sound extremely silly to you, it is essential to have happy thoughts. Your attitude definitely impacts your mood for the rest of the day, so take that little effort to wake up with a smile and you will find that the whole day is much better than you could have imagined.

Oral Hygiene

Your teeth will tell how healthy or otherwise you are in the rest of your body. Gum diseases can be an indicator as to whether your heart is healthy. Flossing is also important to maintain good gums and overall healthy teeth. Don't skip on your dentist appointment!

Eating Habits

Your day should always start with a nutritious and fibre-packed breakfast for maximum energy throughout the day. Vegetables are also essential additions to your diet. Especially for vegetarians, vegetable are your prime source of protein so add a vegetable to every meal that you have. Fats are also a taboo topic in today's diets. Yes, it is important to add fats in your daily food intake, but make sure it's good fat and not trans-fat.

Exercise

No! You don't need to lug it out at the gym and lift weights for your exercise routine. It can be something as simple as walking a km to just start it with. You can also do at-home workouts that are easy to follow and will give good results. Just make sure to get your daily workout in.

Don't sit for too long

Sitting for long periods are known to cause various health issues from heart disease to cancer. Give yourself breaks from sitting for too long and stretch your limbs out. Also try to decrease the overall time of you sitting and try standing at your computer instead.

Rest assured that you will not reach your goal in a matter of days, but do not let that discourage you from continuing on that path to a healthy life. It is a slow process, but it is also extremely rewarding and worth the effort.

-By: Shruthi Rajagopal

Collagen vs Astaxanthin: The Secret to Great Skin

You may or may not have already known that for all the existing species in the world, the largest external organ is the skin. For humans in particular, it has a total area of approximately 20 square feet. It protects us from microbes and other external elements, regulates the body temperature and is a conduit for our sense of touch. Not only is it a functional protectant on the outer layer of our bodies, but having a healthy skin also helps with giving off a positive first impression.

Today, countless skincare and supplement brands are delivering new products every month and every year to pitch to their consumers. These products are designed to assist the consumers to achieve their ideal condition of the skin. The question is: How effective really are these products?

What Is Collagen?

Collagen is the main component of the skin. Along with elastin and soft keratin, collagen acts to maintain skin strength and elasticity. Over time as we age, our collagen production declines. Environmental factors like UV light and smoke from pollution also contribute significantly to the degeneration of collagen. Although an adequate amount of UV light exposure is essential for the production of vitamin D in the skin, overexposure can easily result in increased pigmentation and reduced elasticity. This results in a less firm and dense skin, which consequently affects its ability to protect our body. Fine lines and wrinkles gradually appear, leading to an unhealthy appearance for the skin.

What You Should Know About Collagen Supplements

The majority of the skin supplements available in the market contain collagen. Collagen

naturally exists as a structural protein throughout the body in the bones, muscles, skin, and tendons. It is one of the main substances to hold the body together. Our bodies naturally synthesize endogenous collagen, whereas exogenous synthetic collagen comes from outside sources, such as supplements.

Although collagen is now widely used in supplements for skin health and cosmetics, many experts remain divided and skeptical about the benefits collagen brings. Collagen is hydrolyzed for reduction into a smaller peptide for easier consumption and higher absorption in the form of functional foods and dietary supplements. These peptides are transported in the bloodstream to each individual target area, such as the skin, where it acts as building blocks for local cells to help and boost the production of new collagen.

However, there is an inadequate amount of trials on collagen supplements to provide evidence for this theoretical framework. The amount of robust and high-quality scientific studies to confirm the mechanisms of collagen peptides is lacking. Until a sufficient number of experimental trials are published, collagen supplements' health benefits remain inconclusive.



BY DR. CECILLIANN VERONICA MD, FINEM WELLNESS AND ANTIAGING DOCTOR THE KL SKY CLINIC, KUALA LUMPUR

Astaxanthin: An Alternative to Collagen Supplements

While the effect of collagen remains unresolved, a healthy diet and lifestyle can ensure a competent amount of peptides production to increase collagen regeneration. This includes a balanced diet of protein, vitamins, minerals, and antioxidants, as well as obtaining sufficient sleep and avoiding excessive stress.



What Is Astaxanthin?

Astaxanthin is to protect the cells from being exposed to environmental stress, such as intense UV light, drastic temperature changes, low availability of nutrients and high salinity. Astaxanthin is known to be the most powerful and potent **antioxidant** in the world of supplements, with plenty of health benefits proven by scientific findings and papers internationally.

The effects of astaxanthin on the skin have been examined both as a dietary supplement and a topical application. Its advantageous chemical structure allows it to be absorbed along with dietary lipids into intestinal cells to be quickly digested, then secreted back into circulation for delivery to the tissues. It is also known as the only antioxidant that is capable of penetrating every cell in the body, allowing it to balance out the harmful free radicals scattered around all parts of our system.

How Does Astaxanthin Help with The Skin?

Oxidation is the main contributing factor to the unwanted free radicals in our bodies. Under normal skin conditions, these free radicals are produced naturally as a by-product of our normal metabolism. However, when our skin is exposed to environmental factors like UV radiation and pollution, oxidative stress increases which result in a rising number of free radicals.

Poor lifestyle choices such as unhealthy diet, stress, and overuse of alcohol also lead to an excessive production of free radicals. An over-



expression of free radicals in the body causes a diverse range of health problems. When oxidative stress occurs particularly in the skin, wrinkles, pigmentation, acne and many other unwanted skin conditions will show.

Although there are only a few human studies addressing the dermatological benefits of astaxanthin so far, pilot studies have demonstrated the improvement astaxanthin performed by neutralizing the harmful free radicals in the skin. This results in the following:

- F Reduction in hyperpigmentation
- F A decrease in fine lines and wrinkles formation
- F Improvement in skin elasticity and moisture content.

These effects were generally observed after 8 to 12 weeks.

Apart from being the king of all antioxidants, astaxanthin has also been reported to reduce collagen breakdown through both oral administration and topical application. Slowing down the degeneration of collagen means an improved maintenance in skin elasticity and firmness, which makes it an exceptional nutrient for skin health. Astaxanthin, as its hero ingredient to balance the free radicals produced in the skin.



A point of view



" I have been waiting for over half an hour and no one has come to see me yet!"

**Little do you know,
that a nurse has already checked your vitals and informed the doctor who is attending to a patient in emergency who has only moments left!**

"No one has come to clean the room, We can't find him anywhere,"

**Little do you know,
that the ward boy hasn't been home, worked the entire night and is now cleaning a blood stained sheet with utmost care!**

" I think my father has a severe cough, he might have pleural effusion. By the way, What is asthma?"

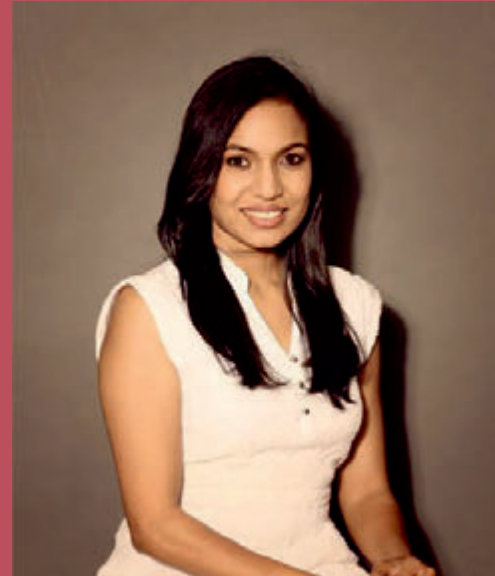
**Little do you know,
that the doctor has spent 10 years to get a degree, 10 more years of experience to make his diagnosis, while you spent 10 minutes on the internet and wasted 30 minutes of his time trying to explain it to you, time that he could have used to see one of his 100 patients...**

"Oh no! I have another one waiting outside to see me. It just doesn't end."

**Little do you know,
that her father just had a heart attack, her son met with an accident and she's been waiting outside for hours to know if her unborn child is safe.**

"He has soiled the bed yet again, this is the third time I have had to change and clean him."

**Little do you know,
that he was a general in the army and commanded many troops, he was proud but now is paralysed and cannot speak, wishing he could go**



**Dr Rohini Rau
SICU - in- charge
Senior Resident Officer
MBBS, MSc Internal Medicine
(University of Edinburgh)**

back in time or better still make it go faster...

"Why are they constantly complaining? Hope they would just leave us alone,"

**Little do you know,
that in a few hours he would be no more, a lifeless body who left behind anxious children who are guilty they couldn't spend enough time with him when he was alive,**

Healthcare is more than just a business of saving lives,

It is about putting yourself in someone else's shoes,

Empathy can transcend race, language, profession and creed,

Quality of life, of your heart and mind is all you will ever need...

Apparels for Appreciation

In today's world, fashion is not a concept. It has assumed the characteristics of a passion – an arrangement of one's inner vibrations – the tumultuous reflections of a human being which criss cross in a zigzag manner within his subconscious. These fulminations are termed by a collective noun – Fashion. When the presentation of a specific item – be it dress, jewellery, slippers, accessories – when it is displayed in a particular mode in tune with the mobile timeframe, it is called fashion.

“The Luminous Wave” is the Indian Couture collection designed by the ever-winning duo – Rohit Gandhi and Rahul Khanna presented by Evoluzione on 30th November, 2018. The celestial early morning sun is the springboard for this bewitching ensemble. The bright & glittering rays of the sun as reflected on the placid waters is the root of this collection. They are able to frame perceivable paradigms on the

glistening waves.

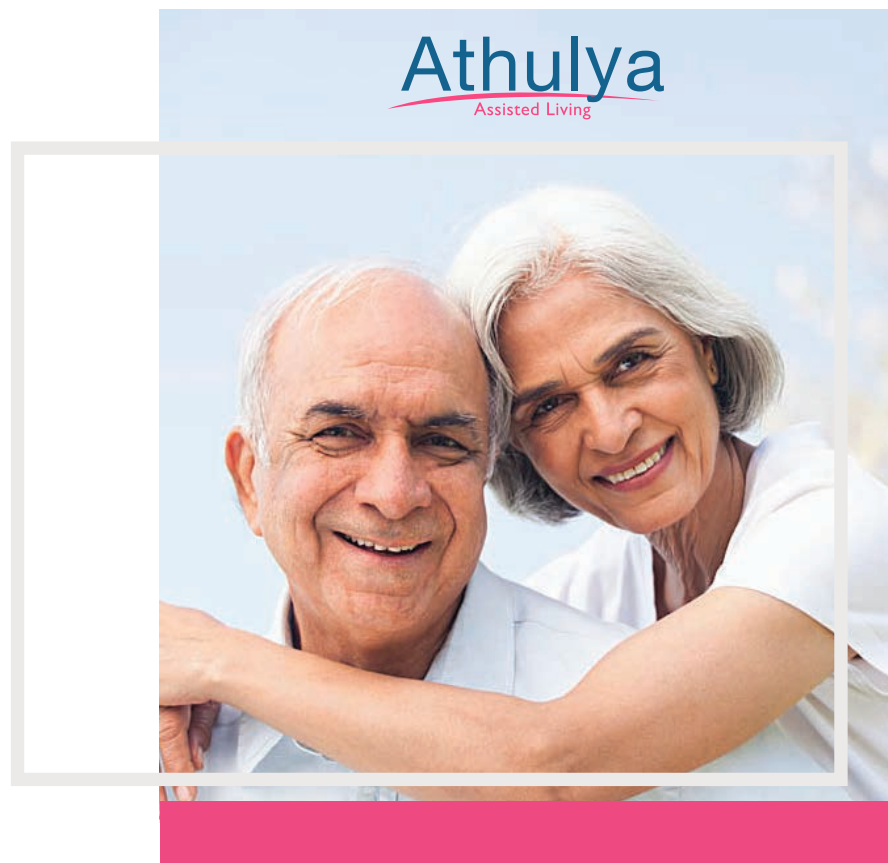
The colour format displays sea pearl, crystal-clear silver, ivory whites and hazy gold along with some others signifying the grandeur and glamour of the peaceful oceans. The collection epitomizes the modern and the moribund, richly woven into each other, bestowing beaten gold appliqués and liquid-shine crystals undergoing an amalgamation.

The Art Deco Era picturised in our free-flowing silhouettes with amazingly – shining silver leather appliqué, just forced on us by the robust geometric patterns, bordered with exquisite decoration, illuminating sequins, eloquently-nuanced desi techniques and crystals of pristine purity, are a sight to see and not a dream to imagine. Neatly-featured jackets in combination with beauty-oozing sarees provide us both Indian sensibility and outlandish sensitivity.

The smooth silk of satin and the gorgeous weave of georgette offer the viewers a feel of the other world. Interspersed with hot-latest twists, this haute couture presents indigenous complexion and upmarket craftsmanship – a veritable portrait of richness and ravishment.



“A home away from home”



India is already home to many old age homes or senior shelters that provide the meagre care needed for elders to survive. At the very most, dormitory-style accommodation where seniors tend to be on the lonelier side. The bright side and upside to aging was and is still not a part of these shelters. On the contrary, assisted living spaces nurture independence among seniors by providing infrastructural and people assistance at their disposal. What is this new thought process? What are the positive aspects of assisted living spaces? How is this making a difference among

our beloved seniors? Let's take a look.

Athulya Assisted Living is one of its kind in Chennai that offers seniors with all the facilities and amenities needed by seniors to lead independent lives. Being located right at the heart of the city, Athulya has been providing Chennai seniors with new avenues and perspectives for them to appreciate. Assisted Living was virtually unheard of when Athulya was started. The core of assisted living centres is to create an atmosphere where seniors can lead cheerful lives without the yearning for social interaction. A place where seniors can be at the best of their health and wellness.

One might ask the need for such a place. There is a dearth of proper care for seniors. This must not be misunderstood as the inability or unwillingness of the younger generations in showing love and respect to their elders. The rat-race of this



Dr. Karthik Narayan R



Mr. Srinivasan G



Ms. Krishna Kavya J

world has created circumstances that require everybody to be on the run constantly and consistently. Such is the development of mankind. These are the instances where the so-called younger part of the society, though advanced in technology, have to be apart from the 50+ or smarter family.

Here's where the foresighted founding team of Athulya, **Dr. Karthik Narayan R., Mr. Srinivasan G and Ms. Krishna Kavya J.** came together to address the alarming gap in seniors' care.

Dedicated efforts were taken by them to address the following aspects in senior care:

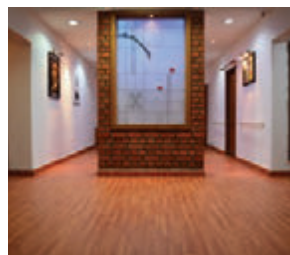
- Elderly ergonomics and design for aging concepts reflected in the infrastructure

- Family time importance
- Senior community with similar wavelength
- Nourishing yet tasty Nutrition
- Comprehensive wellbeing by involving seniors in an active lifestyle
- Round-the-clock and reliable assistance
- Cultural and religious priority
- Safety and security in all aspects

What can we find at Athulya? It is not only the points mentioned above. You can see active seniors going about their day peacefully. Athulya envisions an atmosphere of serenity, peace, joy and happiness. Elderly parents whose children have to be abroad for a short period of time and seniors who live

away from their wards even within India find the energizing stays at Athulya a positive change. The loved ones of seniors living far-away need not be stressed anymore. Assisted living facilities enable responsible and empathetic care of elders, as if a home away from home, caring for all the needs and wellbeing of seniors.

It's time for us to give back all the love and care that our elders have showered on us. Age is no bar for an enjoyable life. We seek lot of developments for enhancing quality of life and better standards of living. Our seniors are not an exception. They are a part of this development in quality of life. It is a right of our seniors to live with freedom and opportunities and not our duty to take care of them.



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Porsche 911 GT3 sets lap record at Buddh International Circuit



The 911 GT3, representing the epitome of Porsche's unrivalled motorsport technology into a road-approved sports car, has set a new lap record of 2 minutes 7.6 seconds at the Buddh International Circuit. India's first Formula 1 driver, Narain Karthikeyan, got behind the wheel of the Porsche 911 GT3 to beat the previous track record for road-approved street-legal production cars by 2.2 seconds.

Karthikeyan, who made his Formula 1 debut in 2005 with Jordan and drove again in the championship for Hispania Racing in 2011-2012, took on the challenge of setting the benchmark lap time at India's only FIA-certified circuit. Conditions were optimal across the 5.13 km, 16-turn track, with the 500 hp two-seater achieving a top speed of 262 km/h. The record is officially certified by the Federation of Motor Sports Clubs of India, with the project also supported by Michelin and ExxonMobil.

After his successful lap record attempt in the Porsche 911 GT3, Narain Karthikeyan said: "I have been lucky enough to have driven some of the world's most powerful cars on tracks around the world, and I can truly say that driving the Porsche 911 GT3 today was one of the most exhilarating drives I have had the pleasure of experiencing. To set a record on home soil here at the Buddh International Circuit is really very special to me, and I am honoured to have made history here with Porsche today."



Pavan Shetty, Director of Porsche India, added: "Across its 50-year history, the 911 has enjoyed a long and fruitful relationship with the record books and we're proud to see that tradition continue in India today. The lap record set here by the 911 GT3 is another example of the concentration of Porsche's motorsport expertise into a high-performance sports car that also masters everyday driving. Offering an unfiltered driving experience and bridging the gap between the track and the road, it is a real highlight of the iconic 911 range which continues to win the hearts and minds of our customers in India."

At the core of the powerful 911 GT3 is a four-litre flat, six-cylinder engine which delivers 500 hp and is virtually unchanged from the thoroughbred 911 GT3 Cup car. The two-seater, developed on the same test track and manufactured on the same production line as the race cars, accelerates from 0 to 100 km/h in 3.4 seconds and boasts a top speed of 318 km/h. It weighs in at 1,430 kg with a full tank of fuel, comes with a specially tuned seven-speed double-clutch transmission (PDK) as standard and is also available with manual six-gear transmission.

Visually, the 911 GT3 leaves little doubt as to its origins on the track. The dominant carbon rear wing emphasises the sports car's aerodynamic form and the lightweight front end and front spoiler have been optimised for even greater airflow. The interior of the high-performance sports car is tailored to the driving experience with a GT sports steering wheel originating from the 918 Spyder. Both the driver and passenger experience the exceptional drive dynamics in Porsche Sports seats Plus.



Shine & Sheen during Yuletide

Kosmo Skin Brite Mask has brought a full stop to all your skin woes. Now, you can bid farewell to all your botheration regarding your skin, launched by Kosmoderma. It is due to our urbanite lifestyle and the congested traffic, our skin often loses its sheen and shine. The resultant impact caused by our hustle & bustle existence in big metros viz., Chennai has played havoc with our personality. The deleterious influence of air pollution, water contamination in metros has the potential to disturb our equanimity and equipoise. Due to the hot climate and the hotter ambience prevailing in Indian cities, men are subjected to sun tan and dull pigmentation. With continuous application, this wonder-drug is a bottle will help cure shineless skin tone and pigmentation worries.

The Kosmo Skin Brite Mask has been formulated with Niacinamide, Vitamin C and extracts of papaya. These ingredients are active brightening agents. They are able to reduce everyday sun tan and damage to the pigment. It also contains Vitamin E which functions as a moisturizer,

maintaining the skin smooth and supple.

Apart from continuous application of the mask, combining it with the Kosmoderma Skin Brite cleanser, Serum and Capsule exfoliates the current pigment in both exterior and interior layers and aims at the pigmentation production process contributing to the glow of the skin for longer timeframes.

Since skinbrite mask is to be used before any party or event, it can be applied as a quick fix solution to glamorize and refurbish the skin just on occasions of a feast or get together.

You can acquire the much-dreamt glowing skin in the festive season ahead – during halcyon days prior to Christmas and New Year. It is a fantastic yuletide gift to those who opt for gleaming personality.

Directions: Mix with water/rose water/glycerine, apply on face & neck. Keep it on for about 10–15 minutes and wash away with lukewarm water.



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Aesthetics Is The Byword And The Watchword

One of the most popular dress-makers in India is Sailesh Singhania Label. Very recently, they have released their hot-latest haute-couture by name 'Rangabati' on 30th November at Folly which has been inspired by all the shades of a woman. This collection is an ode to the most alluring creation of the Almighty – woman and all her captivating shades. It captures the variegated shades and moods of a woman – her emotions, her ebullience and her effulgence.

The Rangabati collection has been inspired by the different attributes of a woman – as a dreamer, as a go-getter and above all, as a winner. A woman is construed to be a special edition who has arrived in this world as a model of exquisite values and enthralling virtues. A sweet little child who is enamoured of pink, that brave adolescent who falls a victim to the lipstick her mother applies, that cute and glamorous fairy for whom

academics is as important as the apparels, that blossoming bride who walks with her husband by the side while aspiring for respect in her new home, that conscious parent who concentrates on her child's growth and that sure-shot entrepreneur who makes the world envy her achievements.

Just like the novel and inimitable shades, this collection is a collage of gorgeous weaves varying from the Tussar Jamdani from the Bengali milieu, Tanchoi representative of the serene Banarasi to Uppada hand-woven patterns catering to the culture-vultures of the down South. The colours convey the complexions of royal blue, Tuscan sun yellow, Emerald green to salient features of powder blue and ethnic beige to overwhelming shades of grey. The designs of the blouses smack of a combo of contemporary and traditional in appropriate dosage. This ensemble is gift to the powers of god. Each and every sari is a mirror-like reflection of the kaleidoscopic vignettes of a woman.





BlueStone jumps into the arena



Well known Jewellery Chain BlueStone has just entered the tradition-loving Chennai. Raiza Wilson, one of the glittering actresses from the tinsel town of Bollywood, has made it look like a haven or heaven for the fashion-conscious damsels of Chennai. This store is going to be one of the many which BlueStone is about to launch this year. Out of the six shops to be opened this year in India, this Third Venture will be the one to satisfy the ornament-centric woman of Chennai. It is a well-known fact that jewellery industry in any city depends upon one essential factor - for its growth: credibility of the articulate customers. Any new venture has to compete with established Titans in the market. It is a fight against Goliaths in the arena. The management of the shop has to interact with the patrons and create a foothold of unshakeable faith. Only through such an imprint, an everlasting impact can be crafted which can withstand the fluctuations in the market. This showroom has been structured in such a way that it inspires awe and wonder to the glitterati and glamorous.

Speaking at the launch of the new store, Gaurav Singh Kushwaha, Founder and CEO, BlueStone said, "It is with immense pleasure that we inaugurate the store here in Chennai. While Chennai is a very challenging market, we are prepared to take it on and excited to see our growth in the region. We have been very careful about the jewellery curation for our first store and I am sure our Chennai patrons will love what we have for them."

Inaugurating the store, actress Raiza Wilson says, "I am very excited to launch the first BlueStone store in Chennai. I feel BlueStone is bringing a touch of modern glam to Chennai with their chic collections. The collections are unique and I am sure everyone who comes to the store will love the pieces!"

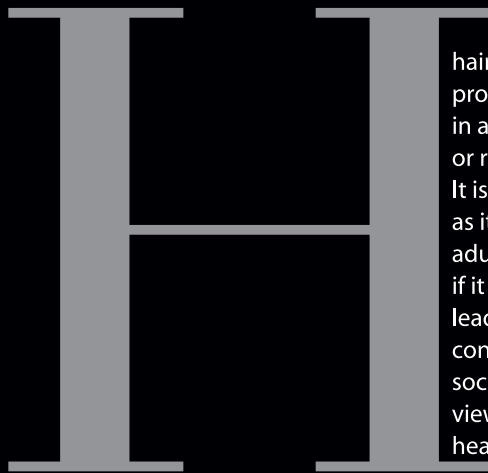
This new showland in Chennai will provide an off-beat experience to the wealthy and the mighty of this sprawling metropolis. Men and women who make an entry into this venue of shine and sheen will have multiple options to choose from – be it necklaces, rings, pendants, bracelets – all representing the hot latest and most popular collections – numbering about 5000 specimens in toto. The efficient sales personnel manning the counters will have the expertise and finesse to explain the nuances and intricacies of the glittering models and glowing samples decorating the shelves. They will clarify all the doubts of the customers and assist them with their selections – also granting them the adjustability to ask for a change in the elements of gold purity and colour in addition to the diamond cut, clarity and colour so as to pamper to their requirements. Since this upcoming brand (as far as India is concerned) is about to make a perennial mark in the jewellery sector, this fresh outlet in Chennai will be amongst the initial few show-shops initiated by BlueStone.





Dr. Chytra V Anand
Celebrity Cosmetic Dermatologist &
Founder of Kosmoderma Skin & Hair Clinic

Premature Greying of Hair



air plays an important role in a person's physical appearance and self perception. Greying of hair is an eventual and irreversible process that occurs in varying degrees in all individuals regardless of gender or race mostly because of aging. It is a growing cause of concern today as it can be seen in children and young adults. Greying is said to be premature if it occurs before the age of 20 years. It leads to low self-esteem and confidence often interfering with socio-cultural adjustments. It is often viewed as sign of old age and loss of health and vigor.

Hair follicles contain pigment producing cells which produces the pigment melanin that gives colour to the hair. With aging the melanin production reduces leading to greying of hair. Premature greying reflects early exhaustion of these pigment cells.

Causes of Greying of Hair:

Cause of greying is not clear. It is a complex multifactorial process with genetic, nutritional and environmental factors playing a role.

- ▷ Premature greying of hair is often seen in families suggesting a familial predisposition. It can occur alone as an autosomal dominant condition or as a part of various autoimmune or premature aging syndromes.
- ▷ Nutritional deficiencies like Iron deficiency, zinc deficiency, copper deficiency, vitamin B12 and vitamin D deficiency are often found associated with premature greying.
- ▷ Environmental factors such as prolonged exposure to ultraviolet rays and pollution can also lead to greying

as it leads to build up of oxidative stress causing damage to melanin producing cells.

- ▷ Medical condition like thyroid disease, vitiligo, hormonal imbalance, anemia can also affect melanin production causing premature greying.
- ▷ Smoking, stress, use of chemicals and dyes are other factors that is considered to be related to premature greying of hair.

Treatments:

Greying of hair is considered progressive and permanent. Despite the extensive molecular research being carried out to understand the causes of greying, there are no adequate evidence-based treatment options.

- ▷ Topical melatonin gel can be applied to prevent greying
- ▷ Topical photoprotectors and UV blockers are under trial
- ▷ Oral nutritional supplementation with zinc, biotin, copper, selenium, methionine, L-cysteine can be taken. Correction of any underlying nutritional deficiency can be helpful. Make sure your diet contains sufficient amount of green vegetables and fruits
- ▷ Use of mild shampoos, ammonia free hair colorants or natural hair colorants like henna may help slow down the process.

Since the reasons for premature greying is varied it is advisable to consult your dermatologist/trichologist for treatment before trying anything yourself.

An inspiring chat with Dr. Shanmugapriya



Everyone wants to contribute and repay their gratitude to the society. However only a few succeed in it. They sacrifice their needs for the betterment of humanity. They strive hard to make the world a better place. Joining this list is **Dr Shanmugapriya**, a visionary and specialist in the field of fertility medicine. She has conceptualised and manages an IVF centre in her hometown, Kumbakonam. She has deployed her passion and extensive experience in the centre and is creating miracles

through it. Growing in a silent and religious town of Kumbakonam, she understood the core values of a traditional family. A child is considered as a boon and the birth of a baby is celebrated as the continuation of the family heritage line. Even in the modern society, Childless couple are disrespected and belittled by her relatives as well as the society.

The women are mostly at the receiving ends of these offences and it causes severe depression in some cases. There are some instances where the women choose to end their life to put an end to this misery. **Dr. Shanmugapriya** wanted to rectify this situation and offer women the joy of motherhood. She worked hard with a single goal in mind. She wanted to create a change in the society and she started it with her contribution. She strongly believed that medicine can cure majority of these infertility issues and decided to pursue medical

studies.

Dr Shanmugapriya started her medical education at Shri Ramachandra Medical College where she did her under graduation. She did her post-graduation in Annamalai University, Chidambaram. As a student of medicine, she was on the constant lookout for the developments in the field of fertility medicine and equipped herself with adequate knowledge. Her medical career began in Manipal Bangalore where she worked as an obstetrician for two years. This gave the opportunity to work closely with mothers, guide them through the pregnancy period, and understand the various complications in the field and the treatment methodologies. She closely interacted with her patients and colleagues which helped her learn the intricacies in the segment. A trip to her hometown was eye opener and it also guided her in the right direction. At this point, she realised the lack of quality fertility healthcare in her hometown and decided to pursue in the field of infertility treatments. The volume of infertility in the area shocked her, and she decided to equip herself with the necessary knowledge.

Dr. Shanmugapriya dreamed of starting an In Vitro Fertilisation centre with international standards and was not ready to settle for just another healthcare unit. Thus began her quest for the search of quality education as well as sophisticated medical standards. She started travelling to various countries across the globe in pursuit of this information. She wanted to create a healthcare unit with undulating facilities. This led her to Dubai where she received her diploma in In Vitro Fertilisation. This was only the beginning in the search and researched regarding the best institutes on a global level. This led her to a series of workshops and fellowships nationally and internationally.

She has done her fellowship in various hospitals in India to upgrade her skills and at the same time to improve her success rate. She attended various international workshops and has had the opportunity to work with the

experts in the field. She gained completed training and hands-on experience on her chosen field.

She did not stop with clinical research but motivated herself to be skilled in the complete procedure. One of the remarkable experiences was with Dr Suresh from Asia Pacific Institute of Embryology.

Some of the notable skills of Dr Shanmugapriya include her unwavering passion for achieving her goal and her constant quest for knowledge. She does not back away from a challenge, and it is quite evident from her work. She realised the shortage of In Vitro Fertilisation units in the Tanjore district and decided to take the first step herself. She established her infertility centre in 2010 and had has a steady success rate since. There were various hindrances which were placed in her path during her journey.

A significant concern with initiating an infertility treatment centre in a small town is the success rate. The exposure and limited awareness made it quite challenging to gain the trust of the patients. It was quite challenging to building the customer base and to create awareness for her brand. She won over them by her personality and success stories. She overcame it with her strong-willed approach and compassion. She is currently the head of the Family Fertility Centre. Her hospital which was initially started with ten beds has now grown to a 30 bedded hospital. The location of the hospital also worked out in her favour. She strategically positioned her practice with a heritage rich 60 years old hospital for brand visibility and awareness.

The hospital functions with two fully equipped operation theatres with one completely dedicated to In Vitro fertilisation techniques.

The team consists of 3 full-time specialists, consulting physicians, a nursing staff of 35 skills nurses and other healthcare professionals.

She runs the hospital along with her husband who has been instrumental in her success.

He is a specialist in embryology who supports her in fulfilling her dream. She

takes great pride in the fact that her hospital is the only centre in the city with an in-house embryologist. The hospital administration is taken care of by her mother who acts as the backbone of the centre. She offers complete fertility solutions for her patients' right from diagnosis, analysis, consultation, treatment and delivery.

This family run healthcare centre has successfully fulfilled the dream of family among the couples in Kumbakonam. Her passion for serving her city has pushed her to expand her knowledge and develop her skill set. She has grown from a doctor to a surgeon to an in-vitro specialist to an embryologist now. She is an icon and inspiration for many women professionals who aim to give back and serve the society.

Kumbakonam Fertility Centre
16-18, North Mathappa Street,
Kumbakonam- 612 001. Ph: 2423005

KINESIOLOGY TAPING TREATMENT

By: Dr. Ragunath Manogaran, MPT(Sports), MD(Acu), M.I.A., P.F.I. Ac. A, K-Taping (Germany)

The term »taping« invariably raises the question of what is different about Kinesiology Taping compared to the well-known classic taping with non-elastic material.

Apart from a few application techniques, there is no comparison. Generally speaking, classic tape is used to stabilize or immobilize Joints. The application techniques using elastic stretch Kinesiology Taping cannot be carried out with classic tape. Kinesiology Tapes follow the path of a muscle or nerve, can be freely applied to any part of the body, and do not limit the patient's freedom of movement.

Lymphatic applications, which improve the lymph and blood circulation, are also included in the Kinesiology tape application options. Whereas classic taping is predominantly used for immobilizing or stabilizing joints,

Kinesiology Taping is a wide-ranging treatment method with the potential for further development. A comparison can therefore only be made when the same indications are to be treated, e.g. joint problems, injuries to, or pain in the joints, and postoperative therapy.

Compared with classic taping, where a joint

problem, for example, would be immobilized, the joint would remain mobile with elastic stretch Kinesiology Tape.

Beyond this comparison, Kinesiology Taping offers a multitude of treatment options. There are also useful combinations of both taping techniques (e.g. in sport). Whether in general or competitive sport, application

of the colorful Kinesiology Taping treatment strips, in addition to classic taping, is already a standard procedure.

Every process in mechanics, dynamics, physics, and, of course, also in medicine depends upon the interaction of all the components. Thus the smallest defective cog can disrupt a complex functional chain reaction. This is also true for the human body. Only when muscle force, moment arm, and ligaments round a joint are working in balance is the individual free of discomfort. A great deal of pain results from functional disorders and the consequent disrupted interaction or imbalance. Such functional disorders are triggered by a difference in muscle flexibility and/or muscle development on the opposite side of the joint (agonist and antagonist). With injuries, not only is the balance disrupted but the performance of protective contraction reflexes is reduced. Edema and swelling disrupt the process of physiological movement and lead to pain.

A Kinesiology Taping application simultaneously facilitates the reduction of



edema, improves lymph and blood circulation, and contributes, through proprioception, to the normalization of muscle function and the support of ligaments and tendons. The result is generally a rapid reduction of pain and an improvement in the joint and muscle function.

If the space between skin and muscle is compromised, e.g. through muscle inflammation, there is reduced drainage of lymph – the lymphatic system is disrupted. This compression and the resultant restricted drainage of lymph stimulate the pain receptors in the skin leading to localized pain. If the skin in the affected area is stretched prior to the application of Kinesiology Tape, the skin, together with the tape, forms wave-like convolutions on returning to the resting state. Through this lifting of the skin, the space between skin and subcutaneous tissue increases. The lymph can drain from this space into the lymphatic system more easily, thereby reducing the pressure on the pain receptors and reinforcing the body's self-healing effects. At the same time, the tissue is constantly lifted and lowered through bodily movement. Lymphatic drainage and blood circulation are stimulated in a similar way to a pump action. In addition, movement ensures continual displacement of the skin. These skin movements influence the mechanoreceptors, which in turn leads to pain attenuation.

From Theory to Therapeutic Methodology

The concept of influencing proprioception, muscles, ligaments, and thus physiological activity via the cutaneous receptors is far older than the idea of Kinesiology Taping. Experimentation with therapy concepts to induce proprioceptive stimulation using manual treatment or non-elastic tape applications has been, and continues to be carried out. Nonelastic tape has the disadvantage that it can only be applied to small areas. Muscle movement, and thus skin displacements, work against the non-elastic tape. This results in less comfort, restricted movement, and a short application period.

The many positive properties of Kinesiology Taping treatment known today were not, however, the primary

focus of its development. Initially, attempts were made to influence proprioception and consequently muscle function using elastic tape that did not restrict the patient's movement. Hence the name Kinesiology Taping therapy, which derives from the

Greek word kinesis = movement.

The elastic stretch Kinesiology Tape

High-quality tape is essential for the successful application of Kinesiology Taping therapy. The tape must have very specific properties and maintain consistent quality over a period of several days and under stress. Critical to this requirement is the quality of the materials on the one hand, and the controlled, consistent processing on the other hand. The cotton fabric must be woven with the warp and weft at right angles to each other and the incorporated elastic warp thread must retain its elasticity during the entire application period and not be subject to fatigue.

The elasticity of the Kinesiology Tape is comparable to the extension capacity of the human muscle. The cotton fabric can only be stretched longitudinally by approximately 30-40%.

This corresponds to muscle extension of 130-140%, with the tape having already been stretched by 10% upon application to the backing paper. These stretching properties play an important role in the various application techniques.

Tape with pharmaceutically active ingredients

Kinesiology Taping therapy does not require pharmaceutically active ingredients!

Precisely this medicament-free therapy is a fundamental advantage of Kinesiology Taping.

In Kinesiology Taping therapy, the use of tape products with added pharmaceutical, secondary, or unknown mineral ingredients is inadvisable. Particularly for athletes, there is always the risk of a substance being included that is forbidden according to anti-doping guidelines. In pregnant women there is the question of whether such long-term administration can have an effect on the developing child. The varying periods of wear of the respective applications would

also yield different contact times and side-effects. The size of the Kinesiology Taping application, and thus the area of adhesion, would also be critical for the amount of a pharmaceutically active ingredient that is absorbed. Controlled administration is therefore not possible.

User and areas of application

For several years now, Kinesiology Taping has been finding its way into competitive sport and many areas of medicine and physiotherapy. In world championships, Olympic Games, and diverse competitive sports, be it soccer, handball, volleyball, basketball, rugby.

The basic functions and effects

1. Improvement of muscle function
2. Elimination of circulatory impairments
3. Pain reduction
4. Support of joint functions

Improvement of muscle function

Application in muscle injuries

Muscle injuries range from overworked muscles through strain to torn muscle fibers and torn muscles.

Overloading the muscle apparatus causes ruptures in the muscle connective tissue. The resultant fluid in the interstitial spaces causes increased pressure, with concomitant stimulation of pressure and pain sensors. The consequences are: pain, stiffness, swelling, and increased tonus.

Application in hypertonus/myogelosis

A reflexively increased, persistent tonus leads to a change in the consistency of the muscle. Generally, the entire muscle is affected, but changes may be confined to localized areas within the muscle. The cause is trauma due to one sided overload, e.g. repetitive work on a production line, which causes continuously elevated muscle tonus.

Application in muscle shortening

Muscle shortening may be reflexive or functional. This transition is generally blurred. The reasons for reflexive muscle shortening are, e.g., protective reaction to pain, acoustic or optic stress factors, alterations in balance due to degenerative joint

changes, coordination problems due to unaccustomed work

(leading to faulty movements with an

imbalance in the muscles involved), overloading the musculature through one-sided work.

The same conditions that cause reflexive muscle shortening may, in the long run, also lead to reversible structural shortening.

Application in hypotonus/flaccidity

Hypotonus is generally caused by reflexive inhibition due to a hypertonic antagonist, pathological joint processes, or paresis. The consequences are disrupted muscle activity resulting in reduced strength and muscle atrophy.

Application in malfunctioning muscle activation

Malfunctioning muscle activation fairly rapidly leads to hypotrophy and atrophy.

The cause is always inactivity, e.g. trauma with subsequent immobility, chronic diseases of the musculoskeletal system, lack of exercise, reflexive inhibition due to chronic joint processes. Complete atrophy only occurs with interruption of the nerve signal.

Effect of muscle taping

Change in tonus

Tonus is a state of tension maintained by impulses from the

CNS as well as through peripheral afferent signals (joint, muscle, skin) as peripheral feedback regulation. Skin receptors are activated by the tape, thereby strengthening additional peripheral afferent signals. Influence can be exerted on tonus regulation via these mechanisms.

Support of muscle control

Proprioception (deep sensibility) serves to orient the body in space. Through the mechanoreceptors, we sense the position and movement of our joints. The proprioceptive afferents of the mechanoreceptors are involved in the control of the postural motor system (static) and directed motility (dynamic). The sensors are in the joints, muscles, tendons, and in the skin. The proprioceptors in the skin are reached by means of the tape. In this way, more information non position and exertion of the extremities and the body is transmitted.

Elimination of circulatory impairments

Inflammation is frequently the body's reaction to tissue damage.

Along with fluid in the injured area, inflammation leads to compressed swelling and an increase in pressure between skin and musculature. The lymph flow is disrupted or stagnates.

The Kinesiology Taping application can lift the skin in this area, increase the space, and thus effect a decrease in pressure and an improvement in the lymph circulation.

Pain reduction

Nociceptors form the basis of the sense of pain. Nociceptors are free nerve endings found in the dermis, partially penetrating the epidermis. They are distributed fairly evenly over the body and are of crucial importance for the skin's function as a protective layer for the organism. Nociceptors are likewise found in the musculature, the internal organs, and in all types of body tissues. Exceptions are the outer layers of the articular cartilage in the joints, the nucleus pulposus of the spinal discs, and the brain and liver. Nociceptors react to thermal, mechanical, and chemical stimuli. The transmission of the nociceptive signals occurs

on the one hand via the myelinated A-fibers, which, because of their rapid stimulus transmission, trigger the so-called first pain sensation (bright, sharp, piercing, or incisional pain) and on the other hand via the unmyelinated C-fibers, which can only slowly transmit the stimulus and trigger the »second pain« (dull, burning, boring, or tearing pain). The first pain receptors are distributed in the skin, the second pain receptors in the joint capsules ligaments, tendons, and inner organs. The nociceptive afferents are switched in the dorsal horn to a second neuron and relayed divergently by numerous synaptic connections. The first filtering and influence of the incoming nociceptive and proprioceptive signals occurs at the spinal level prior to transmission to the cranial level; in principal, however, the »important« information,

e.g. nociceptive afferents for the superordinate centers (cortex, brain stem) is relayed. The nociceptive afferents running to the dorsal horn come from joints, muscles, skin, and inner organs. Likewise, afferents run from the cortex and brain stem to the

dorsal horn. These centrally descending pathways can be

inhibitory as well as channelling.

The nociceptive afferents pass to the ventral horn and the lateral horn. The motor nociception takes place in the ventral horn: reflexive increase in muscle tonus, hypertonus, and myogelosis.

Autonomic nociception takes place in the lateral horn: connective tissue changes, swelling, and hypoxemia (capillary perfusion).

Degeneration (arthrosis), tendinopathy, and myelgosis give rise to repeated nociceptive afferent signals to the dorsal horn. Motorically as well as autonomically, this leads to irradiation (radiation). Motorically, it causes pseudoradicular radiation and radiation in the muscle chain. Autonomically, it leads to pseudoradicular pain, quadrant syndrome, and generalization

Contraindications

So far, there are no known side-effects of Kinesiology Taping. However, Kinesiology Taping applications should not be used with the following contraindications:

open wounds, scars which have not yet healed parchment-like skin, e.g. in acute episodes of neurodermatitis or psoriasis sacral connective tissue massage zone (genital zone) in the first trimester of pregnancy known allergies to acrylic

Prior to all applications, the therapist should first ask whether the patient is taking anticoagulants. Small hemorrhages may occur in the skin as a reaction to the lifting effect of the Kinesiology Taping application. Experience has shown that cardiac patients taking anticoagulants occasionally react to Kinesiology taping with itching or skin eruptions. The reason for this reaction is not known.



“LIMA PROVIDING AN ULTIMATE REMEDY”

This is a surgical intervention targeting at a complicated health stalemate. This surgical procedure has been performed by a committed team of specialists in Lifeline Institute of Minimal Access, one of the units of Lifeline Group of Hospitals. The end result being a successful treatment of an ailment of very rare nature. A 35 year old patient from Chennai has undergone this therapeutic venture for a rare disease called stomach “Zygomycosis”.

Commenting on the surgery, Dr. J S Rajkumar, Chairman & Chief Surgeon of LIMA said, “We initially suspected advanced stage of cancer and we had to rule out the malignancy after conducting a series of biopsy tests, with expert pathologist opinion. The medical team found a rare and aggressive type of fungus in the stomach, an infectious disease which carries a very high mortality; required an urgent surgical intervention with high end anti-fungal drugs to remove all the infected tissues under cover of the anti-fungal medications”.

At the end of the surgery, Dr. Rajkumar explained the noteworthy aspects of the operation. He said, the ailing patient visited the hospital with a host of complaints viz., unbearable pain in abdomen, the perceived loss of weight and intermittent bouts of bleeding while passing stools etc., prior to the surgery. The endoscopy records displayed features of a dark-coloured lesion. Besides, additional imaging with a CT & PET scan showed that with a high possibility of stomach cancer spread to adjacent nodes and some of



the distant nodes as well, two more biopsies were carried out which were found to be inconclusive. It seems that the patient is suffering from a disease called “Eosinophilic Gastritis”.

The LIMA medical experts took a decision to treat the patient employing adequate empirical medicines for this rare diagnosis. This methodology, incorporated a regimen of steroids. But, to the dismay of the experts, the patient did not show much improvement despite a lapse of two weeks when steroid therapy was performed. This was confirmed by repeating the endoscopy test. After a lot of analysis, the final report along with the expert pathological findings revealed the presence of a rare and aggressive type of fungus growth in the stomach.

“Finally, we proceeded to perform an immediate total gastrectomy procedure where the complete stomach and surrounding nodes were completely removed and joined the small intestine to the food-pipe. This

unique surgical procedure was done through a minimally invasive laparoscopic approach. The patient has since then recovered very quickly”, Dr. Rajkumar added.

The case report has been sent to an international medical Journal. This is the second case of stomach fungus operation and removal to be reported from India and the first survivor. This is also the first time, worldwide, that this was done through a key-hole surgery.

A beaming patient, Kalimuthan is a father of a two-year-old son and works as an Office Assistant in Chennai. He and his family members thanked profusely the LIMA team of doctors headed by Dr. Rajkumar for not only diagnosing the disease but also providing comprehensive surgical intervention at the right time and saved his life.

The rare 5- hour operation was performed at the Kilpauk LIMA Hospital with a team of 6 surgeons and an anesthetist.



It Need Not Be Hair-splitting Argument

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ellness of an individual hinges on multifarious factors. Various strands of works keep a person fully engaged and as a result, despite the valuable time passing by, he gets rewarded healthwise and wealthwise. His features get chiselled and the time factor prompts physical dividends also.

Skin is a vital element of a human being's personality. This part of the body provides the pivotal factor for his elegance. On skin, sodium bicarbonate, otherwise called baking soda, reacts to fight impurities and functions as an antiseptic. As it deals with oily surfaces, it can also play a positive role against oily roots. In the words of the professionals, due to the fundamental pH level, applying baking soda on the scalp actually is beneficial. It can be a favourable trait, fundamental to the health of the hair on the head. "Baking soda is good to exfoliate the hair and scalp," says Alexis Antonellis, colorist at New York's Eddie Arthur Salon. As per her opinion, it is a viable process of therapy. "It's especially great for

when you have lots of chlorine in your hair or buildup from products," says Antonellis. "Also, if you have dandruff, mix baking soda with lemon juice, scrub it in, and then be sure to rinse it out very well."

Many people in the haircare domain are uncertain about its positive aspects of baking soda. Will Johnson, the master stylist at cool-girl salon, Whistle in New York City admits that he is not a fan of baking soda for hair health. "Baking soda can be damaging to your hair. Many people try using it but there are better ways to cleanse or style without being so harsh." He points out that if at all one has to apply baking soda on the hair, he should rinse it with vinegar afterwards to bring back the pH balance.

Founder of Arsen Gurgov Salon, Arsen Gurgov, agrees. "I'm not into the idea of using baking soda in place of shampoo," he says. "Baking soda is an abrasive and can be very harsh on the hair and scalp," he says. "Instead, use a shampoo that's sulfate-free and gentle on your hair and concentrate it on your scalp."

If the purpose is to retain healthy strands of hair, Gurgov asks us to wash hair less often. "If your hair's not dirty, instead of shampooing, simply rinse it with conditioner," he says. "Invest in a hydrating conditioner formulated for dry, damaged, weak, and frizzy hair types as these generally contain more nourishing ingredients that lock in moisture and shine."

Gurgov recommends to stop using baking soda for exfoliation of hair and suggests us to opt for a specific hair treatment. "Use a clarifying shampoo once a week," he says. Also, avoid products with silicones which are waxes that build up with repeated use and coat the hair making it flat, dull and lifeless. "The last caveat? If you color your hair, you should definitely avoid it. "Baking soda can't damage the hair, but it sure can ruin the color," says Antonellis.

If the person feels that baking soda is not user-friendly, he/she can switch on to a shampoo – the ultimate product to solve our stalemate.

Oprah's Favorite

Tea is a hot favourite of millions and billions living in this world. You can see lovers of tea in all the seven continents scattered in this world. It is being widely circulated – even if it is a joke – that when man Mr. Neil Armstrong landed on the moon before 50 yrs, he was very much excited that he was the first man to land. But, suddenly came another man from Kerala speaking Malayalam who has already established a tea shop on the soil of the Moon. This is a funny statement to emphasize that Keralites are very hard-working people so as to run a tea shop even on the moon. Jokes apart, tea is a liquid – may be, it is a liquor, for some people since it intoxicates the consumer – which is a be-all and end-all of homo sapiens.

It is an exciting news item when it has been brought to our knowledge that Vahdam teas, in the four corners of this

globe has made an announcement recently that its new “Chai Teas Private Reserve Trio” has been incorporated in the current years Oprah’s Favourite Things holiday gift list published in the December issue of “O, The Oprah Magazine” and “OprahMag.com”. The Oprah’s Favorite Things annual list is a mandatory holiday shopping catalogue which factors in desserts, gadgets and unique brands in home, fashion and beauty.

The new Chai Teas Private Reserve Trio will be available for purchase at Vahdamteas.com, Amazon, the Oprah’s Favorite Things storefront on Amazon at amazon.com/oprah and also on the Amazon App. New this year, shoppers will also be able to shop the list via shoppable video content streaming from their Amazon Fire TV devices by opening the Amazon Shopping App on

their Fire TV device and selecting Oprah’s Favorite Things to browse the video content.

Vahdam’s Chai Teas Private Reserve Trio exemplifies estate fresh, green-leaf chai teas from the superfine tea estates scattered all over India – mostly in Assam and Kerala. It incorporates a gift box containing three of its most popular Chai teas all packed in out-of-box tin tea holders comprising Maharani Chai Spiced Oolong Tea, Ginger Masala Chai Tea plus Sweet Cinnamon Masala Chai Tea.

Oprah says in the December issue of O, The Oprah Magazine, “I’m in love with a wonderful chai! Or three, to be exact - Spiced Oolong, Ginger and Sweet Cinnamon, shipped directly from India.”

Vahdam is streamlining the tea supply chain with its innovative strategies of leveraging technology, reducing the domination of superfluous brokerage in addition to experimenting with pioneer packaging concepts. Vahdam is hell bent upon transforming its chai, an truly-enjoyable drinking bliss. Functioning as an inimitable commercial venture, Vahdam Teas are not packed in enclosures for a longer spell of time before reaching shop-shelf. Their estate-fresh teas are sold to its ever-increasing clubs of fans all over the globe as soon as they are brought from picturesque plantations of tea gardens in India within a short span of their picking.

Bala Sarda, Fonder Vahdam Teas says, “Vahdam Teas is extremely honoured to be on the prestigious list of Oprah Winfrey Favorite Things 2018. Oprah is an inspiration for millions around the globe including myself, is a tea connoisseur and a huge chai lover. Being a tea company from India, we are thrilled to know that she has a found her favorite chai tea blends in the Vahdam Teas collection. Being the first Indian company to be a part of Oprah’s prestigious list is definitely something to cherish for us”.





Watch the Catch

It is an undeniable fact that each and every man is conscious of the time since, his life and hope spin on the movements of needles. His future and present are carved out by the enigmatic time. Hundreds of watch-making companies have come into the pavilion of the men on the move. Various designs are decorating the showcases of watch shops. A fresh upstart in the men's watch collections, under the brand name 'Presage', takes its cue from the perennial Japanese mindset of glorifying moon.

Deriving a complacency from the upmarket release of a watch, with

captivating enamel dial, which kindle thoughts of azure-bluish night horizon, this brand-fresh edition employs one of the most-sought after lacquer techniques of all - Byakudan-nuri - besides traditional Urushi to paint the hypnotic textures of sky and moon just before the onset of the rays of the effulgent sun.

Byakudan-nuri is a methodology which had been in vogue for centuries to embellish Urushi lacquer. Due to the intricacy of the finesse incorporated, it was allotted a halo-like space in social arena. It has been assigned for special places with high status viz., temples, shrines and on the armor of Shogun warlords.

In this colourful collection of watches, three traditional methods are being employed in combo to prompt the

celestial ambience of the mesmeric milky-way as the dewy dawn makes its enthralling entry. First and foremost, the dials are made with the traditional Urushi techniques in which crow-black lacquer is painted manually onto the metal base of the dial, dried and subsequently polished. These techniques are repeated again and again till the artisan has arrived at the specific coat of black he aims at. Employing a fresh layer of Urushi as the unifying material the sub-dials are coated with super-fine metallic powder. The whole dial is dried and polished for so many times until the craftsman gets satisfied. The impact felt satisfies everyone. While the red of the sub-dials is deep, these two dials catch the light and shine when the ambient light grows brighter, just as parts of the sky catch the dawn light before others.

Festivity acquires a facelift

It is again Damini to the foreground. Connoisseurs of art and aesthetics will have a new façade in near future. Their styles and sentiments are going to add new factor to their glitter and glamour. Damini has celebrated its 16th anniversary in the month of November with a catchy slogan "Damini Loves You". This sale this year yields a 50% discount on all products. It acquires a fresh dimension each passing year just because of the fact that no conditions have been introduced in affecting this sale. Much sought after fashion properties viz., Benella bali, hook drops, Pyar jumkas, office wear earrings, bulbul chand balis, ear cuffs, palakka bangles, kadas, necksets, bridal jewellery, kundan bracelets, bags, gifts and in addition, variety of new specimens are awaiting the gaze of aficionados of hot latest jewellery.

Damini adds glitter to this sale by adding new products every 2 hours! This anniversary marketing will be a not-so-far-felt experience which has the potential to become a talk of the town for months to come.

This anniversary bazaar has arrived in the apt time to bring happiness to fashion-loving women of this metro – season of Christmas, New Year and Pongal.

You can purchase your favorite's from 1st December to 25th December 2018 at Kotturpuram, Forum Vijaya Mall Damini outlets.

For the past 7 years, I've been suffering through stroke , I would always lie down, I couldn't talk. I tried all the major hospitals in Mumbai but all my efforts were in vain. I saw the advertisement of Rabbani Vaidya Salai, and after medication now I'm back to my old life, I can walk by myself, talk to people and now have no problems or discomforts.

Mr.Gangaram, Mumbai



For the past 27 years, I've been suffering through knee pain, I couldn't sit and get up or walk, bend easily, I had a very difficult time dealing with it. I later saw the advertisement of Rabbani Vaidya Salai, after the treatment now I can walk and bend comfortably and have no issues and discomforts.

Ms.Parvathy, Tondiarpet



For the past 4 years I have had the problem of Asthama, I could not breathe, my situation worsened resulting where I couldn't walk without the support of people or my wife. I couldn't sleep at nights. I saw the advertisement of Rabbani Vaidya Salai , after taking the medication, I feel very well and have no discomforts.

Mr.Dhannapillai , Madhavaram



For the past 2 years, I had severe back pain, I was unable to walk or work, the pain was unbearable, I couldn't sit and get up. I saw the advertisement of Rabbani Vaidya Salai, after the medication, I have no pain or any sort of discomfort in my back.

Ms.Fathima , Egmore

In addition to these, hand and leg paralysis or pain, mental retardation, liver failure, nerve problems, ulcer, elephantiasis, epilepsy and other diseases are successfully treated

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Time-Management is a vital source of elevation



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people, who are otherwise talented in various areas of human activity, find it difficult to reach their aspirations. Their goals and targets seem to be elusive despite their sincere and soulful efforts. Days disappear, weeks wobble, months jump up & years gallop—But, notwithstanding their intellectual brilliance, they are unable to reach great heights in their career and life. It is due to their faulty scheduling that they falter on their ways. Fallacious handling of their daily routines mars their system. If they are able to galvanize their schools of thought and frames of mind in proper manner and with due priorities, success in life will not elude them. Time management is the paramount need of the hour for them to achieve.

A man in hunt for emancipation in his life has to track his energy. He has to identify the moment when he is fully geared up and energized to proceed further in his attempt to reach his goal. Simultaneously, he has to locate the specific spots where his specks of enthusiasm and spells of effervescence make a detour since deviations in his



synergy may mar the directions, which he very energetically pursues with full-fledged dedication. He has to measure when his cognitive power starts to get loosened. That is the point of his degeneration. It is in his own interests that he has to fix the point of empowerment. It is a very thin line of demarcation between spurts and slumps. But, he has to be extremely specific in his avocation. If he is not clear in his convictions, the entire spectrum will go dissipated and awry.

A person, who wants to design his onward march in career and life, has to fix the slot wherein his productive flow is maintained in adequate velocity. Since, if at all his creative energies are to function towards achieving his aim, he has to monitor his thought-jerks and streamline them so that they yield optimum results, which he yearns for.

Some of us receive an exhilarating boost in their thoughts and actions if they enjoy a small short nap. It may not

Health and Fashion

augur well for their enterprise, according to some social scientists. But in certain industrial sectors, predominantly in certain countries of the West and the East, this small respite from busy schedule seems to be and has been proved to be a blessing in disguise. A few minutes break places them in proper positions making them coin a paradigm shift in their operations.

It has been proved that, an employee in a department has been able to put in exemplary performance, after a short break of mini nap. So, experts in medical science are of the opinion that periodic pleasures of the likes of a short nap – mind it, not a deep slumber – can yield positive results, if not miracles. Experts on labor psychology are of the opinion that workforce and task teams in any organisation will be able to do better and prompt a momentous growth if they enjoy a time frame of pleasures of the bio system.

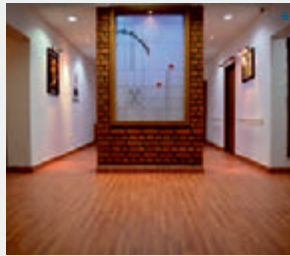
Persons who yearn for a growth in their life should plan a blueprint. They have to scrutinize their past failures and fabricate a framework, which represents their intellectual acumen. Academic brilliance is a foregone conclusion. But, they have to ascertain their plus and minus and assess their pros and cons. They have to assimilate a fact that, that particular day is the first day of the rest of their life. If they grasp this basic point, success in life will be their best friend.



Age
is just a number
Make it count

Youthful Aging is In

If happiness is a constant, the inches of smile is the variable. If joy is the constant, length of laughter is the variable. Such a place where constants and variables need not be numbers is Athulya Assisted Living. We dream of creating a haven for seniors where, laughter, smiles, happiness, joy, peace, comfort and security are all the constants. Come live this dream with us. Experience senior living right at the heart of the city.



* Original Images



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For the ultimate indulgence, treat yourself to a detoxifying spa day at the Shine Spa for Sheraton™ at the newly launched Sheraton Grand Chennai Resort & Spa. Achieve complete equilibrium of body and mind as Shine Spa™ has carefully curated treatments and experiences that resonate the needs of visitors and locals alike which reflect the creative and cultural elements of the city. The menu of the signature spa treatments available, combine ancient philosophy with innovative techniques to restore balance and promote a foundation of wellness that lasts well beyond your stay.

Shine Spa™ offers a variety of different authentically inspired massages, body treatments and facials for all your individual skin care needs using the most premium spa products. The spa experiences are set to re-energize your body and mind whether you enjoy them on your own or in a common space. Step away from the pandemonium of the city and renew your energy at this Shine Spa™.

It is as blissful as it sounds, thanks to the therapists' magical touch and the cocoon-y comforts of the spa beds. Shine Spa™ offers five dedicated treatment rooms, including a steam and shower, an all-access salon space for beauty services, which features ambient music and diffused lighting. Sheraton Chennai Resort & Spa invites you to experience the therapeutic touch of both time-honored and inventive rituals.

The Shine Spa™ is truly the ideal oasis for relaxation and renewal. Select from a range of therapies that focuses on delivering visible results and feel the uplifting difference in body and spirit through our signature treatments. After the pampering treatment, delight your senses further with complimentary wellness amenities, which include a relaxation room, a steam and an infinity pool.

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