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Shoulder
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How 'Type' Of
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Editorial



W

hat an eventful year it was. Lockdowns to unlock to the new variant...let's applaud ourselves for making it through the tough times. Now, it's time to let the bygones be bygones and focus on what the future has in store for us. Valentine's day to women's day we are pretty sure all of you had an amazing time whilst staying safe. Valentine's Day...a day to spend with your loved ones after a long hard year. The feeling of meeting your loved ones would have felt ecstatic. Despite having thanked the heroes who helped us make it through the pandemic, underappreciated heroes are the women in our homes. For many of us the lockdowns were a healing phase, yet for women it just another busy day. They are the actual heroes who go unrecognized. Rain or shine, or virus we got to taste their scrumptious delicacies every meal. This valentines treat your lazy like the queen she is, this women's day, promise her that you will support her every decision and stay by her side through thick and thin. Let her know that she is valuable just like any other individual. If pandemic made us realize one thing, it most definitely is that joint efforts can bring a change that can be evolutionary. Hence, just like any other new year resolution, lets vow to respect the mental health of every individual and do everything we can to help those in need to see a better tomorrow, because it is "we" who make the society, not "I", not "you".



Narendra B. Davey
Editor

Nehas

Designer

Silk Bags

now in **CHENNAI**



Athulya Assisted Living

Now @

PALLAVARAM

A tall, modern grey building with the name 'ATHULYA' written vertically in white letters on its facade. The building has many windows and balconies, set against a blue sky with light clouds.

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independence, safety &
dignity in their phase of
elderly.

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- ▶ Peaceful environment,
- ▶ Healthy & nutritious food
- ▶ Activities & engagements
- ▶ 24/7 clinical team for monitoring



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THE FIRST 34
LASH ARTIST
OF THE COUNTRY-
RENUKA PRAVEEN

Sukanya Samriddhi Yojana – Secure the future of your Girl Child

Sukanya Samriddhi Account – All you need to know:

Are you blessed with a girl child and looking for options to secure your beloved Girl Child's financial future? Invest in Sukanya Samriddhi Yojana, popularly known as Selvamagal Semippu Thittam.

Sukanya Samriddhi Yojana is a boon for the parents/guardians who are blessed with a Girl Child and looking for options to plan the future of their daughters and to provide them financial security and want them to be financially independent.

The Scheme gives an opportunity to the parents to invest in the plan for the welfare of their girl children. If you invest in this scheme it can be one of the best gifts that you can give to your girl child on her birth as you can systematically invest for her bright future.

Sukanya Samriddhi Yojana Scheme is a Government of India backed Scheme targeted for the parents of girl children. The scheme encourages parents to build

a fund for the future education and marriage expenses for their female child.

This scheme was launched by Prime Minister of India on 22nd Jan 2015 as a part of "Beti Bachao, Beti Padhao" Campaign.

How and where to open this account:

Parents/ Legal Guardians can open SSA account for their girl child in any post office before the child attains the age of 10 Years. A Parent/Legal guardian can open account for 2 girl child in a family.

As parents, you can invest a minimum of Rs. 250/- and up to Rs 1.5 lakhs in every financial year into your daughter's account under the Sukanya Samriddhi Yojana.

Eligibility:

Parents or legitimate guardians of the girl child can open a Sukanya Samriddhi account.

Account can be opened in the name of a girl child till she attains the age of 10 years.

Only one account can be opened in the name of a girl child.

Maturity:

The account shall mature on completion of a period of 21 years from the date of opening of account and deposits shall be made till completion of 15 years from the date of opening account.

Nomination Facility:

Registration of nomination is mandatory at the time of opening of account. Nomination shall be made by the guardian or minor who may nominate any individual including guardian in this regard.

Benefits of the Scheme:

The deposits under the Scheme qualify for deductions under Section 80C of Income Tax Act and the scheme also offers extended Triple exempt benefits i.e. there will be no tax on the amount invested, the amount earned as interest and the amount withdrawn.

To meet the financial requirements of the account holder for the purpose of higher education, withdrawal of up to 50 per cent of the balance at the credit of the account at the end of preceding financial year is allowed.

The account can be transferred anywhere in India from one Post office to another.

This Scheme offers a higher fixed rate of return (currently 7.6% per annum) as compared to other government-backed tax saving schemes and provides guaranteed returns.

This Scheme is a great long-term investment scheme and smaller investments of minimum of Rs.250 per Year will give great returns over the long term.

Sample Interest Calculator

Maximum Contribution:-	
Monthly Contribution	Rs.12,500/-
Yearly Contribution	Rs.1,50,000/-
Rate Of Interest	7.6%
No.of Years Contributed	15 Years
Maturity Period	21 Years
Total Contribution	Rs. 22,50,000/-
Total Interest	Rs. 41,29,635/-
Maturity Amount	Rs. 63,79,635/-
Minimum Contribution:-	
Monthly Contribution	Rs. 250/-
Yearly Contribution	Rs. 3000/-
Rate Of Interest	7.6%
No.of Years Contributed	15 Years
Maturity Period	21 Years
Total Contribution	Rs. 45,000/-
Total Interest	Rs. 82,593/-
Maturity Amount	Rs. 1,27,593/-

Visit your nearest Post Office to secure a Promising future for your Girl Child with Sukanya Samriddhi Account



SUKANYA SAMRIDDHI ACCOUNT

SECURE A PROMISING FUTURE FOR YOUR GIRL CHILD START SAVING TODAY!

RARE HERITAGE





Joining the visions of entrepreneur, Manushi Singh and third generation jewellers Nakshatra and Varun Mehta, Rare Heritage is an independent venture, a one stop solution for brides and their wedding trousseau, offering them tradition wrapped in modern designs and styles. The Mehta Emporium, is built by the entrepreneur Manushi, translating 100 years of trust, transparency and experience into exclusive handcrafted jewellery, with decades of artistic prowess and expertise in gems and jewellery.



Inspired by grand royalty, the brand aims at creating a luxurious shopping experience with their 5000 ft square store in Malad. 7 years since the establishment, the brand has serviced more than 100 brides and has made a name in the industry winning numerous awards by catering to the top celebrities. Stunning and timeless classics, the brand designs jewellery that can be worn on several occasions as well as daily work life. Providing the premium yet affordable designs for bridal designs and trousseau collection, the brand wants their designs to become family heirlooms with opulent designs focussing on intricate designs. Every piece designed tells a story and to create a trousseau, that makes a statement, can be used on all occasions. Walking the fine line between tradition and modernity effortlessly, glorifying opulence in the past and claiming innovation from tomorrow. With every collection, Rare Heritage unveils a unique ode to art through their product for every bride for her special day.



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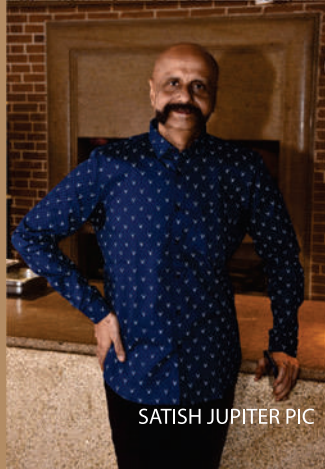
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Health and Fashion
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GEMMA, RACHEL & BABS

ITALIAN WINE DINNER EVENT

On 25th February, the True Italian Taste project took place in Chennai which is a project aiming to increase the knowledge and consumption of pure Italy food and wine in the markets. Supported by the Italian Ministry of Foreign affairs and International Cooperation, coordinated by Assocamerestero in collaboration with the Italian Chambers of commerce abroad, the project is a part of the Extraordinary Italian taste campaign to promote and safeguard the genuine Italian agri food products in the countries of Europe, America, Asia and Australia.

Implemented by IICCI in India, the project was held in the Hyatt Regency, where Italian chef Gianfranco Tuttolani and food and wine expert Luca Bernardini took the participants through an eno gastronomic epicurean journey with only selected wines and recipes from Veneto, Abruzzo and the Puglia regions. The evening saw the project being visited by bloggers, influencers, professionals and enthusiasts of Italian food and wine.

NEW PRODUCT LAUNCH BY DEYGA

Launched by Aarti Raguram, a new age entrepreneur, Deyga is a nature inspired self-care brand with the aim of keeping skin rejuvenated and healthy. Handpicked ingredients and responsibly crafted, Deyga as a brand have broken barriers as a community launching ecofriendly products for their customers. Developing their product line, the brand has introduced 2 more products to their line.

Deyga announces the launch of the all-new body lotion collection. Now available in 3 new variants- Almond Milk, Unscented Body Lotion and Vanilla Body Lotion, customers can pamper themselves with these necessary ingredients like almond milk, cocoa butter, almond oil, aloe vera and others. Built on a mission of providing skin benefits to everyone to hydrate their skin, the new lotion is different from other ordinary lotions as it absorbs quickly, leaving the skin smooth and hydrated. The newly launched collection is available on the brand's website. Bringing to you, the fusion of nature and goodness to experience the oneness of earth on your skin.

The exotic smell of the ultra-moisturizing Chocolate butter only on your skin. Bringing to you, yet another newly launched product of Deyga, the all-new Foot care kit, giving the perfect formula to land your feet on the 7th heaven. Made with organic and natural ingredients, Deyga promises to take proper care of your feet, taking you to a stress-free world of peace. Infused with peppermint, the Foot Scrub works as a perfect exfoliator to remove dead cells. Made with extra virgin oil and almond butter, the butter deeply nourishes your feet and works on rejuvenating your dull and dry skin. The three products combined leaves you with astonished results when used in a proper manner. A`





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PROTEIN

4.5 G
BCAAS

9 ESSENTIAL
AMINO
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100% of the Protein from Plants

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Gluten free

Lactose free

No Whey

NO WHEY • DAIRY FREE • DAILY PROTEIN • NO SIDE EFFECTS • NO WHEY

+ Nutritional Information

Serving size: 30g (1.06oz)
Servings per container: 10

Parameter

Energy
Total Protein
Total Fat
Saturated fat
Trans fat
Cholesterol
Total carbohydrates
Dietary fiber
Sugar (sucrose)
Vitamin B12

Percent daily value are based on
Adult sedentary male

**RDA values for vegetarians

ALANINE
LYSINE
ARGININE
METHIONINE
ASPARTIC ACID
PHENYLALANINE
CYSTINE
PROLINE
GLUTAMIC ACID
Provides 445mg of...

Not to exceed the amount
Health Supplement

+ Ingredients

Plant Protein Isolate, Mung Bean Protein Isolate, Cocoa powder, Natural digestive enzymes, Natural sweetener, Piperine extract, Stevia powder (natural sweetener)

Contains isolated whey

Health Supplement

ANAYAH JEWELLERY

Founded by Nilofar Jaques, Anayah Jewellery is a modern celebratory brand with classic and timeless jewels reflecting your personality. A representation of India's heritage jewellery art, Anayah is a beautiful amalgamation of handcrafted jewellery that is made up of time-tested techniques to bring alive opulent pieces for the modern women. The jewellery pieces are versatile and contemporary making it an addition to a personal flair to ensemble you and your fashion.

The glittering range celebrates the founder's father's inspirational journey. Traditional kundan pieces come together with Cubic Zirconia designs promising an array of classic fine styles and fashion forward pieces, growing alongside a line of accessories for men such as crafted kurtas and more. Anayah comprises a colourful cheerful assortment of sharply priced costume jewels that feel accessible on all occasions, representing extravagant, traditional or even playful moods. Aiming to bring the latest trends in jewellery, making it available to the global audience, the brand retails at Aashni&Co in London, SFK bridals in Pakistan and Pernia's Pop-UP shop in India. The brand is popular for its classic, opulent bridal pieces adorning celebrities such as Kareena Kapoor, Jahnvi Kapoor, Fawad Khan and others. Having collaborated with a lot of influencers and designers, the collection features pieces that can impress and surprise every kind of woman. The jewellery is one of a popular, allowing women and brides to customise and personalise each piece and reflect their personal style and expression.





GABRIELLA X KALKI

where fashion meets fashion

A celebratory luxury brand fashioning the picturesque ensembles, DEME is a luxe brand drawing inspiration from the country of Greece. Embodying the significant grace of a contemporary women, KALKI is an Indian fashion and fashion wear brand holding a dynamic and innovative collection. To compliment the persona of the strong, fierce yet fashion driven women the DEME by Gabriella X Kalki collection. The director of Kalki, Saurabh Gupta discusses how the collection is aimed at creating occasion wear that is luke, glamorous and fuss free styling. The collection exuberates a crisp tone with palettes captivating colors from olive green to pearl metallics and luscious lavenders. The designers have kept in mind a combination of contemporary silhouettes, envisioning a wedding season and unique celebratory edit, ensuring a metallic look perfected as transitional pieces. Breaking the typical party code, the collection is a step up for the urban fashion forward glamorous women.

Gabriella Demetriades, the founder of DEME believes the collaboration has come up for designs that will be apt for Indian weddings. The designs are transitional multipurpose. She feels that KALKI understands the 9- to-9 woman and the need for transitional pieces while still keeping it modern with sensual cuts and stand out silhouettes



F TV CHANNEL LAUNCHES THEIR SALON LINE IN CHENNAI

An internationally acclaimed fashion and lifestyle broadcasting media channel, Fashion TV recently inaugurated their salon- F salon. Inaugurated on the 23rd of February by Mr. Kashif Khan, the MD of the channel, he says he is thrilled to welcome the Miss Abhirami Pattabhiraman into the family as a franchising partner of the salon. Launched in the city of ethnicity and modernity, Chennai, the salon offers their unrivalled beauty services to the customers.

Fashion TV is an international broadcasting channel with its presence in over 195 countries and over 2 billion viewers, actively managed by established entrepreneurs and innovators, striving towards building a multitude of business in various sectors, enabling the brand to rise and gain prominence, building a sharp competitive edge. The entrepreneur Kashif Khan commented " F Salon is a FTVI project, thriving in cosmopolitan cities, embracing Delhi, Ahmedabad, Kolkata, Kochi and Indore. "Being the pinnacle of fashion, glamour and beauty, Fashion TV with its triumphant branch, is expanding its horizon in the salon industry. The salon is the perfect place for people to style up their styling and grooming game, with the top-notch services provided by the skilled professionals, driven by the zeal to provide comprehensive beauty to all their clients.





Aesthetic & Live Linen h loungewear

Staying true to the aesthetic of the work world, we adorned classic androgynous looks, where tailored pants, sharp-edged blazers, and crisp suits ruled over our closets. However, that took a curve, since our new workspace was the bed and the office break referred to a trip to the kitchen. The razor-sharp look was ousted by the soft loungewear either coped by rugged night suits or a disgruntled-looking shirt forgotten by your ex for a year now. In layman's terms, loungewear is peculiarly fashioned for home wear or days where your aesthetic pronounces comfortability. Loungewear is no less than sartorially donned easy clothing that is chic and tastefully fashionable.

Fashioned with transcending fabrics, juxtaposed prints, a la mode patterns, and basic at the same time loungewear is a blend of fashion and comfort. The face of loungewear has changed over the years as the space offers just more than comfy pants. The co-ord sets, dresses, and jumpsuits have been the recent addition, curating heaven for the comfortable fashion world. Additionally, the calming hues add an extra flair or 'oomph' if some may call it, to your exuberant fashionable wardrobe. The future of fashion is loungewear and brands are taking notes while reinventing our closet consciously.

Taking a quality material and teaming it up with quality products. One can't go wrong with that now, can it? The dresses that fit and feel like butter, are a must-have for everyone. The spectrum of loungewear is vast where everyone can express their personality, opinion, and style. One of the most important things is for people to connect with their personal

Comfortable, as the perfect

style and be confident in it. The creative streak for loungewear is endless where people can adorn it at any occasion and still radiate a voguish vibe. The aim is to walk towards the future while being comfortable in the present.

Twirl in an easy-breezy collection and rock those brunch parties or intimate get-togethers in style. The leisure life was all about staying indoors, however today it's about stepping out in comfy pair of pants curated from soft and humble linen fabrics or the classic cotton. The easy and breathable quality is why this line has received all the attention it deserves. The brands today cater to the comfort of the entire family working their way upward to their fashion checklist. They cater to the idea of rightfully giving a flair and a personal touch to the comfortable fashion right for every occasion.

Loungewear fashion has gained momentum and is here to stay in trend. From your favorite fashion influencer, you follow on the gram, or your high-end celebrity crush, loungewear has been given the heads-up from all. It is safe to say that this fashion trend gives us the freedom of wearing our comfy couch or bedroom clothes even while stepping out. This is no less than good news for people who seek out comfortable clothing. It's possible to look stylish and be comfortable at the same time.

Parenting tips for the first two years of life

by: Dr. Prachi Bhosale Narendra,
M.B.B.S, D.C.H & Developmental Pediatrics,
Consultant Neonatology & Pediatrics,
Apollo Cradle & Children's Hospital, Bengaluru - Brookefield

The first year of being a parent can never be easy, no matter how prepared parents may think they are. No doubt, if not the most, it's one of the most challenging jobs in the world. It often becomes tough for parents to get their 'me time' as they get occupied with a lot of work-related to taking care of their infant in the first two years of life.

During this stage, constant engagement with the child in terms of breastfeeding and caregiving might also take a toll on parents' sleep cycles. Parents usually don't realize how soon time passes, but it isn't always bad. The first two years can be excellent for parents to notice the little things the infant does and may entertain for hours.

Here are a few parenting tips to make this journey even more fruitful:

Infants between the ages of 0 and 1

Infants are tiny and sensitive at this stage, so good hand hygiene before holding the baby is a must. In the pandemic-stricken world, newborns are vulnerable as they lack a solid immune system and are susceptible to germs, bacteria, and viruses. Also, while carrying or holding infants, supporting their heads and necks is very important till the 3rd or 4th month.

Most infants follow a steady sleep cycle during the initial newborn stage, waking up only for feeds or diaper changes. Babies usually need a feed

every 2-3 hours until a particular weight milestone is achieved, post which the feeds can be on-demand which means when the baby cries for milk. This schedule can be stressful for mothers or primary caretakers, and it is essential to sleep or rest when the baby does the same.

It is imperative to allow infants to see, hear, touch, and use all their developing senses. It also promotes primary hand, leg, and eye movements. The infants gradually learn to control their actions. When looking into the eyes of a child, always smile. The infant mainly responds to facial expressions. Enjoy this phase, talking to the baby in a calm, quiet tone to engage and interact.

Touch, hold and make skin-to-skin contact to give infants a sense of peace and security. Encourage the infants to achieve their goals like crawling, clapping, moving, and some basic movements. When the infant tries to play, play with them, spend more time with the infants every day to understand their needs and actions better.

Infants between the ages of one and two years:

One-year-old infants, by this age, start doing a few things for themselves and get pretty good at routine tasks like trying to eat with their hands. Infants begin to observe the parents on how they do things and try to imitate them,

like using a spoon, telephone, hairbrush, etc., although they might not get it correct in the first place. Encourage the baby during this phase and help get comfortable around the home environment.

At this stage, the infants also begin to make sounds, smile, and make hand motions, and parents need to assist them in this developing stage to adapt better.

Parents can ask their infant to find any object and give little tasks that will help them recognize things, places, etc. Parents need to ask simple questions and always respond to the child's attempt to talk to help them start saying a few words in the beginning. Parents can offer their children anything to put in the container and then let them take it out, which will help develop eye and hand coordination—playing a game that can be questioned and answered, such as where is the sky? Where is the bird? What is in the wall picture? It also helps the child to remember a few things.

Conclusion

Being a parent is the most beautiful feeling, but parenthood is not easy. It is a phase of life where commitment and joy go hand-in-hand. Parents should congratulate themselves on making it through the first two years of parenthood.



Photo by MART PRODUCTION

Body Scrub for Exfoliation & Tan Removal



PILGRIM LAUNCHES NEW SKIN FRIENDLY PRODUCTS

Making affordable beauty offerings at the customer's doorsteps, Pilgrim as a brand makes borderless beauty experiences affordable and accessible. Bringing to you unique beauty and cultural traditions from around the world, the brand connects spirits of the modern and millennials. Believing in clean beauty, the brand has products that are FDA approved and are free from sulfate, parabens and mineral oils. Launched recently by the brand are some of the products

Shea and Cocoa butter with white louts- The ultra-hydrating shea and cocoa body butter enriched with vitamins, locks the skin with natural moisture. Made with cocoa butter, the cream helps stay the skin soft and supple and gets absorbed quickly, leaving the skin absolutely nourished with vitamins and anti-oxidants.

Volcanic lava Ash body scrub- The extra luxurious body scrub, gently crafted to give your skin a wonderful exfoliating

experience. Promoting skin regeneration, the scrub is made with different ingredients that reduce pigmentation and helps improve skin elasticity. Cleaning the pores deep and crafted to detox, the scrub has a unique texture of self-melt granules.

Pilgrim Shea Cocoa butter body lotion- An all-season daily moisturizer, the lotion is a daily moisturizer promising to nourish the deepest layers of your skin. Crafted with 3 important elements- Shea butter, Cocoa butter and aloe, the cream has natural sunscreen properties, protecting the skin from the sun and providing the skin with Vitamin E. A unisex cream and a delectable aroma, the lotion is non greasy and gives baby soft skin.

Affordable and available in a variety comes as a greatest advantage to the Pilgrim products. Grab your hands on these, and enjoy rejuvenating your skin





Ishari Ganesh



Shilfa



Moorthy & Arumugan



Sameer Bharat ram



Roopjyoti



Jayme & Angie



Health and Fashion

Anand & Usha



28

Darsu



Feb-Mar, 2022

Lisha

51st outlet of Junior Kuppanna launched in Chennai

Dr.VG Santosam, Chairman VGP Group of Companies and Dr Ishari K Ganesh, Chairman and Chancellor of Vels University jointly inaugurated the 51st outlet of Junior Kuppanna in the ECR road. Mr Ashok, the Director of Hindustan Group was honoured with the first bill of the typical South Indian restaurant.

The restaurant, set between the Nilgiris on the west and the small parts of modern day Karur District in the east, comes with exotic cuisine served in the restaurants in daily life. The journey of the restaurant began in the early 60s when the founder had a passion to bring the Kongu Nadu cuisine to the world. Starting with a little eatery only serving 12 customers, the word started to spread and more customers poured in. The signature traditional Kongu Nadu biryani became the speciality. Served with soft tender pieces of mutton dipped in rich spices and steeped in the seerega samba rice, cooked to perfection, the customers christened it as the Kuppanna biryani. Soon celebrities like Kamraj, Kalaingar and other become fans of the delicacies. Throughout the journey, the biryani has stood the test. Prepared with handpicked spices and made with traditional methods, the biryani is served on a banana leaf. Apart from the iconic biryani, the restaurant also serves other signature dishes like Mutton Chakka, Kongu Mutton Curry, Madurai Mutton Curry and others. The restaurant has also spread on Swiggy, Zomato and Dunzo. One of the mainstays at the restaurant is the authentic style for serving the food on a banana leaf as the age-old Tamil style goes. Gravy sides and the best assortment of vegetables for a wholesome meal have been a favourite for the vegetarians transporting them to the typical Tamil cuisine.

The restaurant now has 51 branches spread across the countries of India, Singapore and Netherlands. The brand has also launched their flagship veg restaurant called Rukmani Ammal at Tirupur and have their presence in Erode and Nammakal, and aim at opening their new restaurants in Adyar, Anna Nagar, Tirpuathi and Nellore.



AMRUTAM LAUNCHES THEIR BRAND-NEW MALT COLLECTION

A globally known brand, Amrutam is the brainchild of Sh Ashok and Smt Chandrakanta Gupta. An Ayurvedic lifestyle brand and wellness community, the brand's goal is to bring together a community of individuals who are passionate about Ayurveda and natural living. A community of more than 1 lakh plus people of enthusiastic Ayurvedic individuals, the brand has grown globally over the years.

Medicine is a word, given to describe a substance given for the treatment or prevention of disease in individuals. Ayurvedic treatments encompass both concepts into the same package, curing ailments and also taken for disease prevention. The risk of harm in Ayurvedic medicines is low, because of the natural ingredients put into it. Talking about Ayurvedic jams that have now taken over and made with a slight twist, by adding herbs and spices to enhance your overall health. The most classic Ayurvedic jam is the Chawanprash, filled with goodness of nature.

Bringing to you, Amrutam's new range of Ayurvedic Jams under the term malts. The Amrutam malt making process is complex yet worth it. Unlike commercial jams, the brand's malts can be taken with warm water as well as milk, ensuring that desired considerable number of effects are observed. Aiming to deliver a spectrum of herbs to the body in order to treat and prevent a range of diseases, different ingredients are put up in the malts to make it appetizing. Available in different flavors- from Dentkey Malt for your oral health to Amrutam Malt Gold, Amrutam successfully launches their new malts. The new malts- the Kuntal care malt and the Brainkey Gold Malt are the 2 most successful malts. The Kuntal malt is a complete hair care package, enhancing hair growth and nourishing the scalp. The Brainkey Malt is prepared with the aim to help reduce mental stress and load, containing herbs like Brahmi, Jatamansi and others, all of them brain boosters. A new malt for the younger generations has also been launched made with the goodness of Sev, Harad and Giloy to improve your child's vigor and vitality. Along with all these, you can also find the classic Chawanprash at Amrutam's stores.



TIGER MARRON

Specializing in fashion accessories and home accessories, Tiger Marron is an ode to contemporary global design fused with old charm. A fashion house synonymous to bespoke luxury and expert artisanship.

Established as a leading luxury goods company, creating works of art, home furnishings and classic leather accessories with intricate detailing, the brand is a parent company which started as a manufacturing brand for leading global brands for over three decades. The skills finessed through the years later, contributed to the strength as a retail brand creating their own accessories and home furnishings, successfully carving a niche for themselves in the leather industry. With their vision to become one of the top global leather accessory brands and to broaden the line from just handbags, the brand has commenced to include functional laptop bags, backpacks, travel bags, briefcases to name a few. Adding to their USP, every product is equipped with the option to customize and utilize the brand's services. The founder has an interest in catering to the clients who are interested in tack essentials. The brand is among the top manufacturers in the Indian subcontinent and has become a pioneer in the leather industry. Being a progressive thinking brand, the brand handcrafts durable products and believes that the customers should use them as a mode of personal expression. The founder and the CEO of the brand, Tiger Nandrajong, aims to make each product personalized bringing a personal touch. Every product sold under the brand is handcrafted at the production houses using top grain leather. They also plan on launching a vegan leather category to cater to those who have different preferences. Tiger Marron imbibes sustainability to the core, using 100% biodegradable leather, owing to fool proof production. A USP of the brand is its resolve for durability and to cater luxury in every trend. The finished product is a beautiful engineered work of art. Commenting on the growth of the brand, the CEO says that what started as a team of 5, is now a pinnacle of success and has jumped into action with a vision to build a global brand, roaring with pride and a rich legacy to serve.





THE FIRST LASH ARTIST OF THE COUNTRY- RENUKA PRAVEEN

Being an alumna of M.O.P Vaishnav College for Women, Chennai, Renuka Praveen completed her UG in Nutrition and Dietetics. She married her husband and settled in the United Kingdom, playing the roles of a housewife and a mother. Renuka's life revolved around being a typical housewife, getting along the daily run of grooming her child until the age of 8. She lived a completely different life back then, in comparison to the Lifestyle Influencer and Entrepreneur she is known to be today. After building a favorable foundation for her child, she decided to build a career for herself and worked for about 2 years. Before giving it all, let us know more by reading along in a one-on-one conversation with the lady herself.



Q) How did your career change from the field of nutrition and diet to a lash artist?

After graduating from Chennai, I got married and moved down to the United Kingdom, as mentioned. I was a housewife for a few years, after which I started working at a bank for 2 years. I quit after a point, since I wanted to spend additional time with my daughter. During that point in time, I opened a boutique at home, because my friends loved my style. That motivated me further.

And, when I came back to Chennai four years ago, I decided to invest in opening up a studio revolving around lashes, since the state did not have a Lash Studio. The reason I took up lash grooming is because it never fails to boost my confidence, and has always been a part of my self-pampering session.

Q) What was the main idea behind opening the lash studio?

Back in the UK, I was quite keen on getting my lashes done. However, when I came back to Chennai, I noticed the lack of a Lash Studio. This disappointed me, since I am a person who treats her lashes as priority while self-grooming. Fortunately, it worked out and this led to the beginning of an exclusive studio for lashes in South India.

Q) How did your journey on Social Media begin?

When I decided that I wanted to start my own business, I had to promote it. And to channel that, social media was the key. That is when I started talking extensively about lashes on my social media. Looking at the response, when my friends started their own businesses, I started helping them out with promotions and shoutouts. With this, brands started approaching me and that ignited fuel to my journey as a Lifestyle Influencer.

Q) What were the main difficulties you faced while choosing such a specific careerline?

I wouldn't call it a difficulty, but it was more of a challenge. I remember when I had opened, 'The Lash Studio.' Within a matter of days, there were people opening up their businesses with a name that sounded similar to mine. This started to get the

public confused and I was questioned on the originality of my studio. Yet, I didn't let it bother me internally and took it as a growth factor.

Q) When you started 'The Lash Studio,' didn't you feel that the population in Chennai might not get accustomed to a lash-exclusive studio?

I wouldn't deny that I wasn't asked this question before. There were a lot of people who asked me, 'Since your studio is lash-centric, will it work out?' But then, when it shot up, in terms of business, people were shocked. And I told them that until one doesn't have the will to try, how will there be an understanding? So, I decided to take the risk and start something exclusively for lashes. Now, there is no looking back.

Q) How do you manage to strike a work and personal life balance?

My day is usually very hectic. Thanks to my daughter and my husband, I have always been able to handle myself and the business. Moreover, whenever I have a bad day, they are just a call away to solving my problems. They have always been my go-to doses of encouragement and a pillar of support throughout the journey. And even though they are in the United Kingdom, the success of the studio is all due to their constant push towards doing my best.

Q) What is your personal favourite style statement?

My lashes. They are what bring me confidence. There is nothing that can go wrong when I am wearing my lashes.

Q) How would you describe your journey from a banker to a lash artist?

It has honestly been an amazing journey. I have always strived on the fact that a person should do something that they enjoy the most, and that is what I have been doing. This journey has made me a passion-oriented and confident person.

Q) What according to you, are the basic rules that every fresher should learn before joining the industry?

Honestly, every fresher should adapt to the fact that the industry is changing with the due course of time. People are becoming confident, and being confident shows your stand in the industry. You should be able to express yourself through your personality.

Q) How do you keep up with the trends that come up?

I simply do not follow any trend. Trends come and go, and they aren't permanent. A trend might look good on you but might make the other person look funny. I always follow a style I feel comfortable in. In fact, I go with wearing a mismatch-ed combo. Moreover, an individual should always dress up in something they feel comfortable in.

Q) The lash industry has started growing now. What do you think is the future?

The future of the industry is huge. People have started coming out and women have started focusing on themselves. That will eventually become the deciding factor.

Q) What are your goals? And, how do you envision them?

Opening up the studio was the top-most goal for me. Apart from that, I aspire to complete additional lash courses with time, open additional branches and be more active on social media platforms.

Q) What is some advice you would like to give to our readers?

Do what makes you happy and more confident. Follow your heart and passion.

Q) What does a day in Renuka's life look like?

Apart from working at the studio as a Lash Artist, I am a lifestyle influencer, an entrepreneur and a mum. Being an influencer in Chennai, my day revolves around branding, promotions and working at The Lash Studio.

Q) What are the habits/ policies that you strongly believe in?

I strongly believe in habits of not taking stress and doing what makes me happy. Doing things at their own pace makes me enjoy the whole process. I genuinely only post things on social media that I actually do or follow. For example, when I have to do a brand collaboration, I will only post about the brand, if I genuinely liked the product. My followers are people who have seen me follow this habit for years.

Q) A quote you stand by?

I abide by the quote of 'Do what makes you happy.' Enjoy the little things in life and follow what your heart likes.



How 'Type' Of Yoga Mat Matters For Positive Results

Much before yoga got into mainstream living, folks used to practice yoga either on bare ground or rugs made out of animal skins. The concept of yoga mats came into existence only during the early 1980's. Long applauded for its beneficial impacts on the mind and body, yoga enables strength building and flexibility, and can help reduce stress and better our overall mental and physical well-being.

When compared to other fitness activities, yoga needs the least gear, to begin with. While most studios furnish everything a beginner requires, using a right type of mat could make your yoga experience even more enjoyable and safer. This is where I feel a lot of people lack in knowledge as to what type of mat they should select as per their age, exercise requirement and intensity of workout.

Whichever place you practice yoga a proper and correct mat is vital. Working on a rug, a towel or a soft gym cushion can cause injury and frustration. Most of the studios and gyms do provide mats for public use, but having your own will always be a more hygienic option.

How to choose a mat

If you are not sure where to begin, choose a mat that's about 1/8th of an inch thick (or 3.175 mm), which is quite a standard thickness. These mats are wonderful for ones with a strong, flowing practice. They allow good contact with the floor, which enables stability during several poses. Differing from thicker mats, they are less possible to catch or get in the way when you change one asana to another.

Thinner mats help in enhancing stability for those styles of yoga that have more active poses or balanced, directed poses. Thicker mats are safer and more comfortable for the ones who are into therapeutic yoga practices, for the forearm and kneeling poses in general and for those with tender knees or aching joints or muscles. Yet, they could be tougher to balance on during the standing postures. If you are an admirer of restorative yoga, a style that has fewer poses that can be held on for longer, then thick mats are great.

When you're a beginner, the grip and thickness of the mat matter. You will



*By Vaibhav Somani
Director, Gravalite*

perhaps be doing gentle yoga styles, which focus on slower postures and are connected to the floor, so you will want tremendous leaves of comfort.

If you are in the intermediate state, transitioning into a more advanced stage, yet doing some gentle yoga, you could still use a mat between 5 to 8mm thickness. But select a mat of better quality that can put up long hours of yoga.

If you are at the advanced stage, doing lots of standing postures that need good balance, your main priority is stability and abundance of grip so that you don't slip. Hence the best option for you would be a thinner mat, between 1 and 5 mm.

How to choose a yoga mat material

When choosing the material for your yoga mat, you can decide anything from economical PVC to an environment-friendly one made of natural rubber. The material you select will impact the mat's price, weight, strength and grip. Typically, thicker mats last much longer than thinner one's. However, mat durability also depends on the substance or fabric the mat is made of. Eco mats lack the decade-long durability of PVC mats, yet they top the list if we look at only sustainability.

If your yoga includes travel as well, try looking for a travel mat that's precisely designed for portability. Travel mats are extremely thin and light and pack smaller than conventional mats, so they are easy to carry in your luggage. But do keep in mind that you will be losing out on some cushioning with a travel mat.

Whether you go to a local studio or practice at home, having a good quality yoga mat is what delivers the right amount of support and grip. While deciding on a mat there are many factors you should consider, including portability, grip, support, feel durability, padding and thickness, and the general economic value.

There are many choices available for yoga mats, and it is important to select and use the right kind of mat for great results. Often, your choice will depend on your individual preference. That said, comprehending the differences would help you in choosing a mat that fulfils your requirements.



Photo by: cookie_studio

WHAT AN HOUR OF STRENGTH TRAINING CAN DO TO YOU?

Strength is associated with a better quality in life, with improved performance carrying out day to day functional tasks, keeping the bones and muscles strong, enabling a better movement, and reducing the risk of osteoporosis. The Centers for Disease Control and Prevention recommends 150 minutes of exercise per week to maintain health. New research however finds that 30 minutes of strength training can help to reduce the risk of health issues. Over a dozen studies have been done to conclude on the fact that 30- 60 minutes of strength training reduces the risk of health issues.

Getting older with age, comes with a lot of care for muscles and maintaining flexibility, balance, and posture. Strength training is the process of building and maintaining muscles in the body by progressively using heavier weights which is resistance training. While all these exercises are muscle strengthening activities, they include squats, pushups, and weight training. After a considerable number of studies done over 25 years, it has been found out that the types of physical activities done include muscle strengthening activities. There is no clear association between resistance training and mortality from cardiovascular disease and cancer, resistance training has been associated with reduced all-cause mortality. The increasing number relevant studies have made it possible to update and expand the reviews on the previous research that did not provide the optimal dose of muscle strengthening activities. To build strength in daily life, one can follow these steps-

Focus on the parts where you want to improve strength.

Build the routine into your day without noticing

Start experimenting with different workouts

Try out weights and resistance bands

Important for maintaining muscle mass throughout lifetime, strength training is a necessary part of an overall exercise program, and provides the following benefits-

Helps to increase the size and strength of muscles. More the muscle, more the calories you burn.

It helps strengthen tendons, ligaments, and bones, which helps in preventing injury during activities of daily life.

As we grow older, the muscle size and strength decline, but with constant strength training and exercise, the muscles can be rebuilt.

Helps improve balance and create a positive impact on appearance.

While we all realise the importance of strength training, it is important for the same to be enforced in the daily life routine, for a better lifestyle and health system in the body.





DR. AJAY AMEER



DR. PREETI RAJ



GEETHA



VANI BHOJAN



REVATHY



REVATHYSWETHA



RUPJYOTI



SARANYA



SOBANA



DR. S.K. GAAYATHRI



MALLIKA BADRINATH.JPG



DR. PREETI RAJ & AJAY AMEER



WOOTU- Chennai's Largest Diet Kitchen inaugurated by Actress Vani Bhojan

Vani Bhojan, along with co-founders of Wootu Nutrition, Mr Ajay Ameer, Dr Preeti Raj and MS Geetha Priya, jointly inaugurated Wootu's 4th branch and Chennai's largest Diet Kitchen. The strategically located branches located in Anna Nagar, Perungudi, Tambaram and now the new branch in Porur are a 30 minutes drive from any location in Chennai.

Serving over 15,000 satisfied customers, the brand has been awarded by the Times Business Awards as the fastest growing Diet clinic chain in South India with an expert team of Tamil, English, Telegu and Hindi speaking dieticians, catering to customers all across Chennai and offering virtual consultation over the country and overseas. The new branch has been established to bring awareness about the importance of eating well. The aim is to introduce the concept of healthy eating which doesn't necessarily have to be expensive but rather can be tasty and interesting. Currently catering to 10,000 people curating a calorie counted diet, the brand is confident in operating at full capacity by Q4 2022, and aims at expanding their kitchens across key cities in South India, Wootu specializes in providing



Ice cream Thailand style
Coconut milk from fresh coconut with
ice cream served with Thai sticky rice
Panna, bread, small garnish

2.10

THE THAI FOOD FESTIVAL

Where the flavours from Thailand meet Chennai

For all those who are a fan of Thai cuisine and have the eagerness to visit Café De Bangkok, Chennai's first authentic Thai café at Nandanam. For everyone out there, the Thai Food Festival awaits you, starting from the 1st of March till the 30th.

As the Thai chefs set to curate you with all an all-Thai menu and experience, the menu shall consist of all types of Thai cuisines, right from the Thai green curry to the Thai Bubble tea, Lab Kai Tod Bao and to Panang curry, bringing all fresh, authentic and intricate flavours to the table which are a testament to the spirit and the culture of the Thai community. The Café De Bangkok, started by Ratchadaporn Putchong, hailing from Thailand, leading a team of expert chefs and a barista from the home country. Hold your seats and mark your calendars as the food festival commences in the presence of Mr Nitirooge Phoneprasert – The Consul General of Royal Thai Consulate and Ms. Hataichanok Sivara, the Director of the Thai Trade Centre in Chennai.

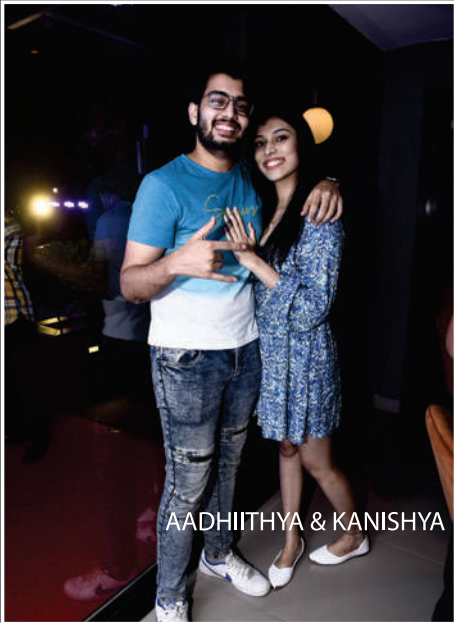
For more details, call on- 9835424242/04435598699

Address- Café De Bangkok, Nandanam Extension, Nandanam, Chennai









AADHIITHYA & KANISHYA



Ashwini Kumar



UPASANA



LEKHAMITHRA



Karun Raman



NEHA BANARJEE



AMRITHA & KOMAL



NIGHAT



Mehndi



KIRAN ADITHYA (CEO GARRISON)



NAYANA



HEENA



SIMAR



UPASANA & CHAITANYA RAO

GARRISON- A RESTOBAR OF A VICTORIAN ERA

Reinvigorating the culture of Victoria's England cozy taverns, Garrison established in Egmore aims at bringing the scrumptious food , merry drinks and gung ho emotions from 5000 miles afar, to the heart of Chennai.

The interior, gleaming yellow amidst the industrial coal and fire, bringing along festivity and culture of central London. Stepping into a world of ever flowing conversations over tinkling glasses and warmly lit tables, the chefs have conjured up magical dishes and time-honored concoctions to serve the guests. Taking in every bite and sip, down in the blue toned walls adorned with timeless elegance of golden brass and wood inserts, evoking the European art of 1920s. The signature dishes on the menu include Calzone Pizza, Lamb Rack prepared with the infamous New Zealand lamb and blocks of Tiramisu prepared with Kahlua and Bacardi Ocho rum. From black tailed coats to pocket watches, the effort to create an experience to bring moments of the past days of Ireland and England, hoping you find joy and happiness in the warmth within.



SHERYA & VIVEK KARUNAKARAN



NAZIA SYED



VIMMI DEEPAK

P

Essential Things to Consider Before Choosing Plastic Surgery

Plastic surgery refers to the surgical procedure of reconstructing or altering parts of the human body either due to injury or cosmetic reasons. Choosing to undergo plastic surgery is a big decision and one that needs a lot of consideration. It's crucial to fully understand the options available, the motivation behind getting surgery, and the risks involved.

Keep one's health in mind

Before thinking of plastic surgery, it's necessary to consider if one's health is sound enough to undergo surgery. Ensure that complete medical history is discussed with the surgeon to obtain an accurate assessment. In general, a good candidate for plastic surgery has:

- ☆ Excellent physical health and a stable weight
- ☆ Doesn't smoke or excessively drink alcohol
- ☆ Fair expectations from its outcome
- ☆ Adequate rest before surgery

Realistic expectations

It's essential to think realistically regarding the outcome of plastic surgery. It can only enhance the physical aspects of one's body, and it's unfair to expect perfection. Thinking along those lines may only lead to disappointment. Cosmetic surgery isn't a solution for mental issues either. If one suffers from personal concerns relating to low self-esteem, lack of confidence, or body dysmorphia, it is not very likely that undergoing plastic surgery will suddenly change self-image or perceptions.

Understand the risks

Since the cosmetic surgery industry remains largely unregulated, even the most cautious individuals can fall victim to unforeseen problems and difficulties. Some of these complications are infections or scars that could permanently affect one's health or appearance. Another risk involved is dissatisfaction with the final results despite what the surgeon may consider a significant impact with perfect technique.

Consider all alternatives

It's essential always to consider alternatives that can enhance the physical appearance without incurring the same risks of surgery. A balanced diet and regular exercise are alternatives that may assist if one is considering cosmetic alterations to look thinner.

Affordability

Cosmetic surgery comes for a price, and it is essential to determine its need and whether it's possible to afford the surgery. Also, consider that one may have to pay for the surgery regardless of whether desired results are achieved or not.

It's often easier to fall prey to cheaper offerings due to the cost factor, even more so if one is in a hurry to do the procedure. However, falling prey to such 'bargain surgery' could cost a lot more than just finances; thus, it's extremely important to study such factors beforehand.

Time factor

After plastic surgery, the body requires its time to heal thoroughly. It's a process that cannot be rushed into; hence, it would be imperative to take some time off in order to allow the body to recuperate. Hence, it's an important factor to mull over when going for plastic surgery.

Conclusion

Many people who've experienced plastic surgeries in the past have nothing but positive things to say regarding the same. Plastic surgeries have time and again served as a great solution for those who've suffered from physical disfigurement due to accidents, illness, or otherwise. As such, there is no denying the benefits derived from surgery; however, it's always essential to be vigilant and prudent when considering a substantial change and take all the steps necessary to make the right choice.



*By: Dr. Guru Prasad Reddy M.Ch.(Gold Medalist)
DNB F. DAFPRS(Ireland), AO-CMF Fellow (Korea),
Consultant Plastic Surgeon,
Apollo Spectra, Kondapur*



Skincare tips to follow in your mid

30's, 40's and 50's

by: Ms. Pooja Nagdev, Aromatherapist, Cosmetologist, and Founder of Inatur

Your twenties are a time when you are young and free. As you enter your 30s, responsibilities and stress begin to take over. Other areas of your life begin to demand more attention by your 40s, and you find it difficult to make time for yourself and your skin. You must begin young if you want to enjoy youthful skin in your 50s and 60s. Here are some anti-aging tips for people in their thirties, forties, and fifties.

Anti-ageing skincare tips

- 1.** If you haven't already, start using a sunscreen every day as an anti-aging tip. And by every day, we mean every day. If you want to protect your skin from sun-induced damage and premature aging, use sunscreen with a high SPF even if you are indoors or it is cloudy and gloomy outside.
- 2.** Making retinol a part of your nighttime skincare routine before fine lines and wrinkles leaving a permanent mark on your face is one of the best anti-aging secrets for your 30s. If you've never used retinol skincare before, start by using it three to four times a week at first, then gradually increase the frequency as your skin becomes accustomed to it.
- 3.** When you're in your 30s, your eye bags start to become



more noticeable, and you start to notice crow's feet and tear troughs. Add a dedicated under-eye cream to your morning and night skincare routine for the 30s to target the delicate eye contour region.

4. As you get older, the skin's cell regeneration process slows down. Give your skin a helping hand by exfoliating your face at least twice a week to remove dead skin cells and reveal smoother younger-looking skin.

5. Use hyaluronic acid skin care products to hydrate and plump your skin while also filling in fine lines, frown lines, and expression lines – a great anti-aging skin care tip!

6. Use an antioxidant-rich serum twice a day to protect and hydrate your skin.

7. Invest in a luxurious, nourishing night cream that works overnight to repair and rejuvenate your skin while also reducing fine lines and wrinkles.

And there you have it: some game-changing anti-aging tips for your 30s that will help you build a solid foundation and guide you through your skincare journey into your 40s, 50s, and beyond!

Anti-ageing tips for the 40s and 50s

You'll need to step it up a notch in your 40s with these easy-breezy natural anti-aging tips that will help you sail through gracefully!

1. To protect your skin's natural moisture and oils, use foam or cream-based facial cleanser in the morning and at night.

2. Use a layering technique to apply different face serums that target different aging skin concerns. Use an anti-wrinkle serum in conjunction with a brightening skin serum to reduce fine lines and wrinkles while also lightening age spots and hyperpigmentation for a brighter, more radiant complexion.

3. As you get older, your body finds it more difficult to produce new collagen and elastin, causing your skin's collagen and elastin levels to deplete. Collagen and elastin are important molecules in your compound that provide volume, elasticity, and density to your skin. Use skin care products that boost your skin's collagen and elastin production as an anti-aging tip for the 40s to avoid sagging skin.

4. Skincare after 40 can be difficult, so use a rich moisturizing day and night cream to keep the skin hydrated and supple. At night, choose thicker textures so that your skin can absorb all of the hydrating active ingredients.

5. Because your skin repairs itself while you sleep, skincare products that exfoliate your skin gently work best at night, helping to shed dead skin cells so you wake up with healthy, younger-looking skin.

Best anti-aging secrets

If you want skin that not only looks young but also feels healthy and nourished, these natural anti-aging tips should be a part of your daily routine, regardless of your age.

1. Get a good night's sleep of seven to nine hours every night. Your skin works while your mind and body are sleeping. After all, beauty sleep isn't called that for nothing! Your skin has the opportunity to repair itself while you sleep, so make sure you get a good night's sleep every night. Uninterrupted sleep also improves the effectiveness of anti-aging skin care products because they penetrate your skin better when you are sleeping.

2. Keep your body hydrated throughout the day. This is not an anti-aging secret. Water is to your skin and body from the inside what moisturizers and serums are to your skin from the outside. Drinking enough water throughout the day helps your body flush all of the toxins out of your system as quickly as possible, preventing acne and breakouts. Drinking water also helps to increase blood flow to your skin, resulting in a luminous and dewy glow from within. Skin elasticity improves with hydration, which helps to prevent skin sagging.

3. You are what you eat, so eat a nutritious and healthy diet rich in antioxidants, probiotics, fiber, and vitamins. A natural anti-aging tip is that you don't have to give up your favorite chips and chocolates forever, but reducing your intake of processed foods and sugar will noticeably improve the appearance of your skin.

4. If you have a chronic skin condition, seek professional help. If you have skin conditions such as cystic acne, rosacea, extremely sensitive and irritated skin, severe sunburns, and so on, see a dermatologist right away to get them treated and prevent them from getting worse, as skincare after 40 can be difficult with these ailments.

5. Maintaining a healthy lifestyle is essential for overall wellness. When the rest of your body is unhealthy and neglected, it's impossible to achieve youthful and healthy skin. Even in your 40s and beyond, a healthy diet, an active lifestyle, and reduced stress all work together to give you beautiful skin.

THE STEALTH VARIANT

The BA.2 subvariant of Omicron in India was identified in the month of December 2021. The new variant discovered spread to countries in a rapid speed increasing cases from 20% to almost 45% in the second week in 2022. However, despite the rapid transmission, the initial analysis shows no difference in the hospitalization rate between the BA.2 sub variant and the original Omicron variant.

According to WHO, the Omicron variant has 3 sub variants. In some places, the BA.2 variant has started to spread faster than the BA.1 variant. The rate of transmission of the BA.2 variant is still under investigation. The Omicron virus is interesting to scientists because of the comparatively higher mutations but with the lower infection rates. The question arising is, if countries are recording a surge in the BA.2 infections, is it because of the additional mutations or is it evading the immune system easier than the other sub variants? Dr Reithinger says that these are the questions that the experts need to take into consideration. The BA.2 variant misses the 69-70 mutations, which does not cause the S gene failure and hence because of this the nickname stealth variant. Similar to the parent variant, the sub variants are also said to have less transmissibility, however this can only be confirmed after lab and clinical studies. Be it any variant, we are still unsure of how adverse the variant can be. Even if vaccinated, people should still stick to adhering to the regulations of wearing masks, social distancing and handwashing



DOES A WEIGHT LOST SHOT REDUCE OBESITY?

The WHO defines obesity as an abnormal or excessive fat accumulation that impairs health. The obesity rates have tripled since 1975 and almost 42.4% of adults in the United States suffer from obesity. Obesity has increased the risk of many health conditions which include heart disease, stroke, type 2 diabetes and breast and kidney cancer. The National Institute of Health and Care Excellence has recommended a weight loss injection in U.K. by the National Health Service.

The drug in the injection mimics the hormone which is released by the body after eating. The treatment makes people fuller, so that they do not feel hungry. The trial made on the patients was a double blind one, where neither the patients nor the researchers knew what group, they were in. All the participants in the trial followed a reduced calorie diet and received a counselling session of 4 weeks to help maintain the lifestyle changes. The results witnessed participants losing 14.9% of their body mass in 68 weeks of the trial. People did experience some side effects like diarrhoea, indigestion but none of them discontinued their treatment. The injection has been prescribed for people who have a BMI of more than 35 and have at least one health condition like hypertension, type 2 diabetes or any other. Experts wonder whether the drug is a long-time solution for those trying to lose weight and achieve moderate weight. Trials on patients have shown that they have gained weight after leaving the drug, which might lead to the finding of a better long-term medication.





Photo by Karolina Grabowska

Recurrent Shoulder Dislocation Demystified

Well, Shoulder is an inherently unstable joint by its bony design, and the stability of the joint depends to a large extent on the soft tissue cover and muscle tension. Whenever there is a traumatic shoulder dislocation, the soft structures around the shoulder joint get ripped off at the time of the injury. These structures have very less healing potential and this makes the shoulder vulnerable to further dislocations in less challenging situations.

Shoulder dislocation is of varied types by the virtue of how the head dislocates from the socket, and the most common type of dislocation is termed as antero-inferior dislocation. Such a dislocation occurs when the arm is somewhat in a throwing position. The head of the shoulder joint slips out of

the socket and is unable to come to its original position, thereby causing excruciating pain and discomfort. Sometimes shoulder dislocation can be associated with fractures around the shoulder and hence careful clinical and radiological diagnosis is imperative to decide the plan of management.

Shoulder dislocation is an extremely painful condition and the pain is often unbearable and doesn't reduce even after taking strong medications. Patient is unable to move the shoulder and touch the opposite arm. You may feel a distinct depression in the area of the shoulder. X-rays are the most common test performed for diagnosis of dislocation and to determine whether is concomitant fracture as well. Your doctor will then proceed with the arrangements for reduction of the shoulder joint after confirmation of the problem on X-rays. Usually a trial of closed reduction can be given in the emergency room or casualty after explaining the patient about the details of the procedure. Sometimes, the reduction may not be possible, and then patient may have to be taken to the operating room to reduce the shoulder under anesthesia. Once the reduction is done, the patient is sent back home and called at a later date for further evaluation.

In younger individuals, the chances of re-dislocation are extremely high after the first dislocation episode. Every time the shoulder dislocates, the head engages in the socket, thereby causing wear and tear in the bony structure which has to be dealt with while treating the patient. In older patients, dislocations may occur with rotator cuff tears, which have to be repaired to get the best outcomes.

Hence, once the acute events settle, patients have to be assessed for the extent of the damage that has occurred during the shoulder dislocation. MRI scan is the gold standard for diagnosis of the root cause of dislocation. The presence of tears and their exact extent can be determined on the basis of MRI. Sometimes, there may be a bony defect, and in such a scenario adding limited cuts of CT scan are extremely useful to calculate the percentage of bone defect and to determine the best plan of

treatment.
Health and Fashion

Recurrent shoulder dislocations more often than not require surgical intervention. Surgical techniques have evolved a lot as our understanding towards the problem has expanded. Arthroscopic surgeries and techniques have come a long way in giving the patients predictable outcomes. Repairs are done through key hole surgeries under magnification, enabling precise positioning of the torn tissues and better repair for excellent post operative function.

Technology has helped a lot to give us precision to the procedures, and better instruments have aided the rapidly changing technology. The design of the anchors used for tissue repair have evolved, giving us a better purchase in the bone and well as robust construct for good long term outcomes. Anchor materials have also progressed from metallic ones that were used in olden days, to more sophisticated Bio-Absorbable, Bio-Composite and PEEK anchors.

Whenever there are bony defects, the nature of the surgery changes. There are varieties of bone block procedures that can be performed either image guided or by minimally open techniques, and your operating surgeon is the best person to decide which procedure will benefit you the most. Recovery after the bone block procedures is rapid and patient can get back to routine life and sporting events early.

Physiotherapy and Rehabilitation is one of the most important components of the treatment. After surgery, your therapist will make sure that there is minimum residual stiffness. Gradual strengthening exercises are started at appropriate time to get back the function of the shoulder joint.

If you are suffering from shoulder dislocation, self medications can lead you up in serious problems. It is better to get speak to your orthopedic surgeon and get yourself thoroughly evaluated to understand the nature of your injury and discussion regarding possible treatment options available for treatment. Treating the root cause of dislocation will help you have a good functional shoulder in the long run.



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Innovative therapy for Arthritis

Joint and bone pain is common across people throughout the world. The cause for the pain could be due to lifestyle choices, age factors, or condition such as arthritis. Factors like wear and tear of muscles due to excessive strain, obesity, muscle weakness, injuries, autoimmune disorders, or a genetic history can lead to arthritis. One needs to pay importance to the body's call when symptoms of ailments arise so that the same can be treated in an early stage to prevent future complications.

Those suffering from arthritis typically experience intermittent or sharp episodes of pain even while sitting. It is also characterized by muscle weakness, difficulty in walking, and a decreased range of motion. The condition can also lead to swelling, tenderness, or stiffness in the pain areas or the joints, which make it difficult to cope up with daily activities. The symptoms of arthritis become severe with age. Hence, it has to be given proper medical attention. A few healthy practices like regular exercise and staying active, having a healthy diet, and self-care of joints along with medical help can improve the symptoms of arthritis to a great extent.

The advancement in science and technology has paved the road and widened the horizons of innovative medical treatment methods. This has helped make human life easier and better as now there are different treatments they can choose from. An innovative medical treatment to counter arthritis which is gaining importance at this point in time is **Pulsed Electromagnetic Fields (PEMF)**.

What is Pulsed Electromagnetic Field Therapy (PEMF)

PEMF therapy uses electromagnetic fields to treat Osteoarthritis & other Degenerative conditions. The main mechanism of action of PEMF-mediated pain - relief is to promote the reduction and resolution of inflammation. This therapy also has a beneficial effect on chondrocyte proliferation, matrix synthesis, and chondrogenic differentiation leading to Cartilage Repair & Regeneration. The therapy aids in increasing cellular metabolism in the pain area helping to relieve chronic pain.

The equipment used to carry out this treatment is smaller than the MRI machine. Only the affected area is directly in contact with the apparatus thereby ensuring the patient doesn't feel claustrophobic or experience any discomfort.

There are additional reasons why PEMF makes a great alternative to treat arthritis.

Non-surgical method - PEMF is a non-invasive technique that concentrates only on the pain area externally to relieve the pain. Complications that accompany a surgery can also be kept at bay using a much simpler treatment like PEMF. Surgeries are not recommended for the elderly as their body is weak to bear surgery and given the fact that arthritis becomes severe with age, one has to look for effective alternatives and in such cases, PEMF therapy can be the safer alternative to treat arthritis pain.

Cost-effective - PEMF therapy is a cost-effective alternative to surgery as it saves the money involved in surgery and also saves time and energy required for recovery post-surgery. Effective treatment enabled by technology made available at a reasonable price can make it an easy choice for people who are looking for treatment with their arthritis issues.

It supports rapid regeneration of bones and cartilages - This form of therapy is proven to be effective in aiding the rapid regeneration of bones and cartilages that catalyzes the process of recovery and also relieves pain.

It is preventive in nature - Treatment methods like PEMF are also recommended as a preventive means for pain and inflammation to not reach an advanced stage. Administering PEMF can help tend to and solve the problem at an early stage.

Pulsed electromagnetic field (PEMF) therapy has proved to be safe and has also shown promising therapeutic effects on bone and cartilage-related pathologies, including knee and cervical spine OA. Low-frequency PEMF can provide a non-invasive, safe, and easy to treat pain, inflammation, and dysfunction associated with rheumatoid arthritis and osteoarthritis and has a long-term record of safety.

Arthritis pain can become severe with certain lifestyle choices. Regular exercise and leading an active lifestyle is a must to lessen the symptoms of arthritis. It is important to be aware of the limits to which the joints can be pushed. The key is to keep the activities sufficient to keep the joints and bones active and to not overdo it and injure them. Balancing the activities and rest is a must. Professional help can also be sought in order to have more clarity about the type of arthritis one is suffering from, the type of therapy required, and the kind of care needed to relieve the symptoms. Because of the benefits like it being non-surgical, cost-effective, and preventive in nature, PEMF therapy can be a good alternative to surgery to treat arthritis.



Photo by Towfiq barbhuiya

Feb-Mar, 2022

HOW NOSTALGIA CAN HELP EASE PAIN



Research carried around the world have been time again acknowledging the fact that nostalgia helps ease physical pain. While some experts question this acknowledgement, they do not disagree to the fact that there is some connection between memories and pain, however, which is still uncertain what the relation is.

Thinking about fond memories helps to ease physical pain, which has been the conclusion from researchers at the Chinese Academy of Sciences. The research done has measured brain activity in 34 right-handed female participants between the age of 18-25, rating the nostalgia levels of images and rating the pain of heat stimuli. However, the nostalgic images were not specific to the individuals. The images showed were a mix of images which featured scenes and items from an average childhood which included candy, cartoon shows and schoolyard games. The images were put in a control group and depicted scenes and items from the adult life. The participants of this study reported a strong effect of recalling fond memories, on low intensity pain levels, which overall reduced their pain level, as compared on viewing the current images. While the study authors believe and conclude that the potential of recalling fond memories helps to relieve pain, there is clinical research on larger sampler sizes to understand how things work.

Gwenn Herman, the clinical director of the U.S Pain Foundation has noticed that there might be cultural differences about nostalgia. Founder of the Pain connection, which is a national network of chronic pain support groups, she believes that acute pain is different from chronic pain. The pain that people suffer from is temporary and does not affect them the same way chronic pain does. People stuck with chronic pain have a hard time accepting the changes in their body and lives. The research done has been found lacking. Much of the excitement about neuroscience is behind understanding the relation behind memory, mood and emotion which is speculative. Although there is a relation between memory and pain. This is because every time we recall and reexperience a memory a new set of neurons and networks are built in the body. This makes memory unreliable. Using guided memory is the best way to remember helpful memories, which is done by using the 5 senses of the body.

While different researches have been made to prove the fact, one thing that comes as a common point is that making use of nostalgic memory is what takes on to the beneficial effects and helps to have a willing and trusting frame of mind.

WHAT IT TAKES TO HEAL FROM TRAUMA

PTSD is a mental condition that arises after a traumatic event, characterized by flashbacks, anxiety, and disturbing thoughts. While trauma. Trauma can invoke a terrifying and debilitating response, which can be a catalyst for positive changes in many cases, and can create a spark, growth, strength, and resilience.

Post traumatic growth occurs when a person is affected by PTSD and finds a way to take a new meaning from their experiences to live their life prior to trauma. According to a study, 50% of trauma survivors experience the post traumatic growth after a traumatic event. This growth can be of different types like personal strength, appreciation for life, spiritual change and developing relations with others. According to Marianne Trent, the examples of PTG can be vast and can range from writing to starting charities. While PTG can be vast, it can also present itself in various ways like uncovering latent talent and ability, gathering confidence to face challenges, and discovering the feeling of strength. The PTG experience can generate a level of mindfulness and a sense of gratitude in people, along with a focus on relations that should be prioritized, explains Lee Chambers, who is an environmental psychologist and well being consultant. While the PTG experience has become an old concept with time, a recent study has published those 35 respondents of a survey experienced positive effects from the challenging effects of the pandemic which included home-schooling, loss of income and other health concerns. The respondents also noted improving conditions in their family and spiritual growth. While every individual may have different responses to the PTG experience, the experience can be influenced by a lot of factors.

- 1 - A strong support system
- 2 - Personality traits
- 3 - Ability to integrate the traumatic experience
- 4 - Developing new beliefs.

The conclusions of the surveys point out that to be classified as PTG, the person should first have experienced symptoms of PTSD. The absence of these symptoms may attribute the growth to resilience rather than growth due to the trauma.





MENTAL HEALTH CONDITIONS ASSOCIATED WITH DIMENTIA?

According to reports, there were 55 million people who suffer from dementia and 10 million people get affected every day. Researchers suspect a connection between mental health conditions and dementia, although the results have been inconsistent. A study appearing in JAMA Psychiatry reveals that there is a strong statistical association between mental health and dementia, though longitudinal studies cannot prove this.

It is more likely to see a pathway that may lead to adverse health outcomes. This might include harmful behaviour, self-health care, poverty and others. Dr. Singh- Manoux, a principal investigator of the epidemiology of aging and neurodegenerative diseases believes that even if health conditions are not a factor for dementia, the presence of an existing mental health condition is still a risk. Depression as a sign of bad mental health condition can be an early sign of dementia in older adults. The study found out that mental health conditions were associated with Alzheimer's and non- Alzheimer's dementia as well. The existing conditions have reinforced the need to think about the prevention of dementia in the life course and supporting to reduce the burden of the same. Informative research would be required to identify the successful randomized clinical trials of the psychiatric interventions and follow up the participants who received the intervention to know later if they feel fair better in terms of their cognitive health protected against dementia. Well conducted longitudinal studies with long fellow ups are better and can be used to test the casualty.



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