



My story of transformation from my darkest days to a fulfilled entrepreneur

By David Allen

I was introduced to a guy who was suffering from depression after his fiancé left him.

I took him under my wing and introduced him to a new network of friends, including a girl I'd known for 20 years. We became best friends and they subsequently married.

He convinced me to let him be a silent partner in a large block of land I purchased in Bondi. Later he decided to sell his share inline with our contract terms. When he realised that selling 50% stake was worth a lot less than selling it as a whole, he instigated legal proceedings in the Supreme Court to overturn our contract.

To blacken my reputation, he created a web of lies. Part of which was contacting someone I once worked for to tell him I was involved in a "Mortgage Fraud" case. My old boss knew me well enough to see straight through this and got word to me.

This sequence of events was beyond comprehension. I became mentally tortured that someone who I had shared many great times with, would be driven to such extremes over personal greed.

My inability to comprehend this took a serious toll on my mental health. My hair fell out from stress, and I isolated myself through grief.

A good friend mentioned a hair transplant. I decided that I would look into this as I had lost my vitality for life and thought this could give me the boost I needed.

In Australia cost to restore my hairline was between \$27,000 - \$32,000. At this point I had already spent \$140,000 in legal fees and that wasn't a sum I could spare. My research led me to Turkey and I flew there for my procedure.

Within 6 months my hair had started to grow back and I couldn't believe the boost of confidence. I looked younger, felt younger and my sex drive went through the roof as I just felt amazing.

I realised that there must be thousands of people who would love to look and feel better about themselves, but simply can't afford it.

So I started Asthetica. Through spending a lot of time on the ground in Turkey we have built relationships with the most advanced hospitals. We expanded our portfolio to include all cosmetic surgeries such as Rhinoplasty, Mummy Makeovers, Eyebrow Transplants.

I love helping people change their lives, regain their confidence and feel amazing about themselves.

It is incredibly rewarding. Our growth has been huge and Asthetica was recently awarded #1 Specialist Aesthetics Provider 23/24.

I have to remind myself that all of this stemmed from terrible darkness following that betrayal. Those horrible times put me on a path I would never have considered.



Keep holding on and the tide will turn.



And if you're wondering about the outcome of the court case – my lawyers subpoenaed his emails to understand the breadth of lies and disparagement. He immediately forfeited the case and took a lowball offer to make it go away, resulting in a large windfall for me, which I used to set up Asthetica.

I could never have predicted this. When I meet people in a difficult place in their life, I remind them that it's just a period in time, just keep holding on and the tide will turn.

As they say, good always wins.



David Allen

David is the owner of Asthetica.com and NoWaitSurgery.org He started these companies following terrible adversity and now dedicates his life to helping others regain their confidence and live better lives.

