

# Bader Sultan and Brothers showcases cutting age technology

**KUWAIT:** Bader Sultan and Brothers Co (BSBC) has been stealing the anti-ageing show at the second Annual Dubai Congress on Anti-Ageing and Aesthetic Medicine (DCAAAM), according to a press release. Hundreds of medical experts in the field were introduced to revolutionary new methods and given workshops on different techniques, comparing the experimental with tried and trusted formulas.

The Middle East and Africa are the most dominant markets for anti-ageing products and by the end of next year, the industry across the region will be worth 5.4 billion US dollars. The conference includes the latest research and analysis, and even brings brand new technology to the GCC. The 100 exhibitors cover a wide and comprehensive scope of aesthetic medicine from fitness and weight-loss companies to cosmetic surgery clinics and nutrition product manufacturers.

BSBC - a leader in the field of medical services and supplies since 1960, representing more than 200 international firms in the region - is the Platinum Sponsor of DCAAAM 2009. One of its products - Zerona is again proving to be one of the front runners for laser fat liquification. It is the first non-invasive body contouring procedure to effectively remove excess fat. The procedure uses an external treatment, the Erchonia LipoLASER, the most researched low level laser in the world and allows the patients to remain fully conscious and active during treatment.

"This revolutionary technology has opened doors for patients who have been reluctant to go undergo surgery to enhance their physic and sculpt their bodies. Zerona is simple, quick, painless and most importantly safe. Patients can feel results almost immediately and can lose up to four inches

after two weeks." said Dr. Nada Suwaidan Middle East leading Cosmetologist.

BSBC will be showcasing its extensive world-class range of plastic-derma and wellness products. Emad Al Zaben, General Manager of BSBC said: "This event enables us to interact with healthcare professionals throughout the world and enlarge our dimensions to provide a healthier lifestyle to the people in the Middle East." A wide array of specialized plastic-derma products including Radiofrequency Thermage from Solta Medical and Fractional Lasers, Fraxel from Solta Medical, Light Therapy Device - Omnilux from Phototherapeutics, Water-Jet assisted Liposuction Device from Human Med, Scar Gel and Spray from Kelocote, Cosmetics range from Revitalash, Fallen, Total Block, Minimally Invasive Lifting Thread from Aptos etc are part of the exhibition. A 'Fractional Resurfacing' session will discuss the benefits of using lasers to remove wrinkles, reduce acne scarring, alleviate dark pigmentation and improve other conditions of the skin. With fractional resurfacing only a tiny proportion of the skin receives the laser light resulting in rapid healing following the treatment. Fractional lasers strive to achieve the skin improvements obtained with ablative lasers without the associated side effects or downtime.

Al-Zaben added: "DCAAAM is an excellent platform for us to be at the forefront of the fastest developing Middle Eastern anti-aging medicine industry. We are pleased with the positive feedback received at the Congress and are happy with the success contributed from our products and workshops held. I am very positive about our prospects for the Middle East and the region."



Bader Sultan and Brothers Co. booth at the second Annual Dubai Congress on Anti-Ageing and Aesthetic Medicine.