

PRESS RELEASE

For Immediate Publication

Fortis Radiance, a comprehensive, state-of-the-art, Aesthetic Centre for Dermatology and Cosmetology launched at FMRI

- *Leading actor, Shahid Kapoor inaugurates Fortis Radiance -*
- *Offers several revolutionary treatments in NCR including, Cool Sculpting to remove stubborn fat*

January 13, 2015, Gurgaon: In an endeavor to meet the fast growing demand for comprehensive aesthetic and reconstructive treatments under one roof, FMRI, the flagship hospital of Fortis Healthcare Limited, today launched **Fortis Radiance**, a Centre for advanced procedures in Dermatology, Cosmetology, Aesthetic and Wellness. The centre will be managed by a team of acclaimed doctors such as Dr. Ajaya Kashyap, Director, Cosmetology and Dr. Sachin Dhawan, Consultant, Dermatology, who have a proven record in offering customized cosmetic solutions and the dexterity to treat complex cases, alike. Leading Bollywood actor, **Shahid Kapoor** presided over the launch.

Fortis Radiance will offer simple and complex procedures ranging from hair removal to transplant; Botox and Photo rejuvenation, acne to removal of post-surgery trauma scars and problems of the skin and hair will be available at Fortis Radiance. It will offer several technologically advanced treatments such as Cool Sculpting, an FDA cleared non-surgical contouring treatment for permanent fat reduction, a first in NCR. All procedures will be OPD-based and will be conducted in minor OTs. The Centre will follow a trans-disciplinary and multi-modal approach to services, offering holistic treatments to patients.

Key services offered

- Laser Hair Reduction
- Body Contouring with Cool Sculpting
- Photorejuvenation
- Treatment for freckles
- Botox
- Fillers
- Skin Firming
- Thread lift
- Dermarollers
- Fractional CO2 Laser
- Scar Revision
- Chemical Peels
- Microdermabrasion
- Rosacea Treatment

Leading Bollywood actor, Shahid Kapoor, said, “With liberalization and the crowning of many Indian women at international beauty pageants, the public emulates Bollywood to look young and beautiful. This trend has now caught on with people outside the industry. Such a centre within a Super-Specialty hospital will offer trust and comfort to its patients. Till a few years ago, those who wanted to undergo corrective treatments, even as minor as botox or hair

transplant used to travel overseas. I congratulate Fortis in their endeavour in making these solutions available to people at large, while maintaining the highest quality and safety parameters.”

Dr Dilpreet Brar, Regional Director, FMRI, said “In a short span since its launch, FMRI has distinguished itself as a prominent landmark for medical care in Asia and beyond for complex health conditions across multiple super-specialities. With a focus on holistic healing, both internal and external, our new centre is a step in that direction. We hope to replicate the success of FMRI as a prominent destination in medical

care in all specialities in our newly instituted Aesthetic Centre offering comprehensive and holistic treatment solutions. What makes Fortis Radiance unique is that our procedures will be done by highly acclaimed dermatologists and plastic surgeons and their team of certified nurses and technicians, to ensure highest level of safety, hygiene and sterilization are maintained in each treatment.”

As per Industry Estimates (PWC), the Wellness industry in India is poised to touch Rs 1, 00,000 crore (Rs 1 trillion) by 2015, with a compounded annual growth rate of 15-17%, from about Rs 70,000 crore in 2012. Of the entire wellness industry, beauty care would continue to dominate with almost 50% share (about Rs 49,000 crore). The size of the beauty care industry in 2013 was estimated at Rs 29,000 crore. However, the industry faces issues in getting skilled manpower and lacks industry standards. A rising middle class, greater disposable incomes and the rise of medical tourism to India are some of the reasons that have contributed to this growth.

“The size of the Indian cosmetic industry is approx INR 490 billion, of which 40% comprises of services. This is set to grow at a healthy rate of 20% over the next three years to approx INR 895 billion. According to a survey, 62% people between the age of 22 to 30 are willing to undergo a procedure to enhance their looks but only 12% actually opt for them as they do not have a reliable place to go to. The Indian wellness industry is largely unorganised with no accreditation agencies and government regulations and so it becomes very important for a leading healthcare provider like Fortis to determine and set benchmarks for success, “said **Dr Sachin Dhawan, Consultant, Dermatology, FMRI.**”

Dr. Ajaya Kashyap, Director, Cosmetology, FMRI added, “Aesthetic Centers are sprouting all over. Today there is no way for a prospective client to ascertain the quality and safety of treatments being offered. At Fortis, our state of the art Aesthetic Centre will bring the latest in cosmetology under the supervision of some of the best cosmetologists in the country. These are mostly short; out-patient procedures which are FDA approved and can be done safely at our centre with medical back up and specialist care.”

Some of the leading technologies and procedures offered at Fortis Radiance include:

- **Cool Sculpting Technology for permanent fat reduction:** The CoolSculpting fat freezing procedure is FDA-cleared and contours the body by safely and effectively freezing away unwanted fat for good without surgery or downtime. The treated fat cells are crystallized (frozen), then die. Over time, the body naturally processes the fat and eliminates these dead cells, leaving a more sculpted you.
- **Acupulse Fractional:** An updated procedure and one of the best treatments for erasing acne scars, burn scars, skin resurfacing and fine lines wrinkles.
- **Lumenis IPL M22 system for photo rejuvenation:** This complete skin rejuvenation solution offering remarkable results on a range of skin aging concerns such as age and sun spots, fine lines, acne scars, uneven texture and skin tone. The unique rejuvenation technology combines two solutions, IPL (Intense Pulsed Light) and ResurFX™ nonablative skin resurfacing, so that both skin tone and texture can be treated simultaneously.
- **Acupulse Fractional CO2 Laser:** This treatment helps erase the permanent effect of acne scars, burn scars, skin resurfacing and fine lines wrinkles.

- **Light Sheer Desire Diode laser for permanent hair reduction:** The industry’s ‘Gold Standard’ 805 nm diode laser empowered by two advanced technologies, Vacuum Assisted High-Speed Integrated Technology (HITTM) and ChillTip™. It treats backs and legs in only 15 minutes and eliminates preparation time and reduces procedure time by as much as 75%. **Acupulse Fractional CO2 Laser:** It erases the seemingly permanent effect of Acne scars, burn scars, skin resurfacing, fine lines wrinkles.

About Fortis Healthcare Limited: Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Singapore, Dubai, Mauritius and Sri Lanka with 55 healthcare facilities (including projects under development), approximately 10,000 potential beds and 270 diagnostic centres. In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute’ (FMRI), was ranked No.2, by ‘topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world.

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