



A SUCCESSFUL 2016 AT CIRUMED CLINIC

Cirumed Clinic in Marbella is celebrating a year of immense success, since its surgical and non-surgical options have literally changed the lives of thousands of patients. Founder and Director, Dr. Alexander Aslani, is as famed for sparking the Brazilian butt lift boom, as he is for being the Head of the Plastic, Aesthetic & Reconstructive Surgery of the Quirónsalud Hospitals in Málaga and Marbella. The busy surgeon speaks to **essential** magazine and explains why, for him and his wife Jeannine (a surgical nurse, wound specialist and aesthetics expert), 2016 has been a year like few others.

THE BRAZILIAN BUTT LIFT: CURVES ARE IN

While there can be no doubt that Hollywood has sparked a penchant for a fuller, curvier figure, you no longer have to head to Los Angeles or Miami for a Brazilian Butt Lift, considered by Dr. Aslani as "one of the most gratifying of all contemporary plastic surgery procedures... Impressive changes can be achieved by using the patient's own tissue, and the recovery period is tiny compared to older-styled operations such as buttock silicone implants."

Dr. Aslani is considered an eminence in this operation, having been invited to six countries across the globe (including Russia and the United States) this year, to perform the operation before a group of surgeons. When I ask if he doesn't mind sharing such valuable information, he answers, "It is important for surgeons to learn from each other. This is the only way to raise the bar for aesthetic surgeries of all types and generosity is reciprocal in this industry." Dr. Aslani takes it a step

further, by holding a live surgery course on the Brazilian butt lift for surgeons every year at his clinic. According to Dr. Aslani, "The Brazilian butt lift is the fastest growing surgery in the industry. When I first started out in 2009, I performed around 10 operations a year. Today I am performing three or four every day, with a total of around 450 a year." These numbers add up; "We are the only centre in Europe specialising in this procedure, and we therefore handle a higher caseload than any

centre in the states, where this surgery is more widely available. Thus, we have many patients visiting us from around Europe to avail of our location." Dr. Aslani says the procedure was daunting in the first year but soon he was performing so many, "in six months I performed more butt lifts than many surgeons do in years." He has become such a leader in the field that he was recently asked to be a keynote speaker at a conference held by the German Medical Society,



TRUST, SAFETY, CONFIDENCE

Dr. Aslani states that his position as head of the Plastic and Aesthetic Surgery departments of two Quirónsalud Hospitals, has had a positive effect on patient numbers: "Patients may visit other surgeons, but they often feel reassured by the fact that in addition to running my own clinic, I am also responsible for the aesthetic surgery departments of two hospitals."

COOLSCULPTING: THE NON-SURGICAL ALTERNATIVE TO LIPOSUCTION

Without a doubt, one of Cirumed's most hotly solicited techniques, is CoolSculpting: a Harvard-developed, FDA-approved method of eliminating fat without the need for surgery and without any need for hospitalisation or downtime. CoolSculpting involves freezing and eliminating unwanted fat with a uniquely efficient, patented machine called Zeltiq. There are only five Zeltiq machines in Spain and two of these are at the Cirumed Clinic in Marbella. "Having two machines means that patients can have various areas targeted at once," says Dr. Aslani. "For instance, they might pop in for an hour and have

a double chin, back and abdomen worked on simultaneously." So successful is CoolSculpting, that Dr. Aslani reports that "liposuction is becoming a thing of the past. Most patients opt for CoolSculpting because it is a lunch-time treatment that offers comparable results to those afforded by liposuction. Moreover, because it takes time for the body to eliminate the fat cells which have been frozen, sagging skin becomes much less of an issue."

CoolSculpting is ideal for those stubborn areas of fat which are resistant to diet and exercise – including the belly, love handles, inner thighs, etc. "There is virtually no area of the body that cannot be treated with CoolSculpting."

One of the treatment's most special features is that it actually reduces the number of fat cells we have. When we lose weight by dieting, the size of our fat cells shrink, but the number of cells remains the same. CoolSculpting eliminates these fat cells for good.

B-LITE: THE WORLD'S LIGHTEST BREAST IMPLANT

Another exciting development that has inspired many women to knock on the doors of Cirumed Clinic, is B-lite: the world's lightest breast

implant, weighing 30 per cent less than standard silicone implants. "The difference is very noticeable and is much less stressful on the skin," notes Dr. Aslani. B-Lite's founders, meanwhile, explain that, "The B-Lite gel has a reduced density... The lighter implant is more comfortable, easier to get used to and reduces the stress on soft tissues associated with traditional, heavier implants. The magical ingredient in the implant is microspheres (tiny hollow spheres which are suspended in the cohesive gel.)"

HARD WORK REWARDED

In 2016, Dr. Aslani added a new achievement to his list of recognitions, when he was named Best Aesthetic Surgeon in Spain by Medical and Corporate Livewire. The organisers of this award invited over 100,000 professionals within the medical subscriber base to nominate medical practices, companies and individuals, based on their reputation, performance and achievements, with a view to recognising those who have excelled within their sector. Despite his joy at receiving the award, Dr. Aslani knows that word of mouth referrals are ultimately what his success is based on. "Nothing beats

a happy patient; they generously share their beauty secrets with friends and family and more people are realising that there is no reason to live with something that is making them unhappy."

Finally, those wishing to turn back the hands of time choose Cirumed for various non-surgical rejuvenating procedures. This department, run by Jeannine Aslani, offers everything from Silhouette Soft (a threading and collagen filler treatment known as a 'non-surgical facelift'), Ellansé (which stimulates skin to produce its own collagen), Fraxel (a laser treatment used to treat scarring, flaccidity, pigmentation, etc.), Endolift (which plumps skin up with vitamins, hyaluronic acid and powerful antioxidants), Microneedling (to stimulate collagen production) and more. Beautiful spa treatments and microdermabrasion are also popular among those targeting everything from flaccidity to oily or dry skin, wrinkles and inflammation. Cirumed is ready to make 2017 a happier, more successful year for you as well – why not book a visit and make your first New Year's resolution come true?

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