

"IMADERM RESPONDS TO THE STRONG DEMAND FOR A SOFTER APPROACH TO PLASTIC SURGERY"



a softer approach to beauty care and our perspective is precisely in keeping with that demand. We really do offer treatments that are virtually painless and which have practically no impact on our patients' ability to pursue their social activities. What's more, Geneva is the perfect choice for us due to its ideal location as well as its international population. More and more tourists are coming to the area for high-quality treatments."

The Imaderm beauty centre in Geneva offers a new therapeutic approach to beauty care by combining the patient's comfort with technological innovations.

Imaderm is a newcomer to Geneva's beauty clinic market as it just opened in February, 2011. The centre distinguishes itself by its new approach, which is firmly geared towards the patient's comfort, in keeping with the establishment's modern design and elegance. It must be admitted that the ambience in this new type of beauty clinic makes it seem more like a high-end hotel than a doctor's office. Imaderm's Dr. Yoël Elbaz commented that, "Our patients' comfort is one of our main priorities and part of our staff were formerly employed in the luxury hotel trade."

Imaderm was founded by 4 experienced plastic surgery specialists who decided to join forces in order to pool their talents and skills. Dr. Elbaz explained that, "We wanted to create an all-inclusive, experienced team of medical professionals who are motivated to participate in the project and strive for its success. Furthermore, the doctors continue to see patients in their respective private offices thereby bringing the experience they acquire to the Imaderm practice."

But why choose to found Imaderm in Geneva when the local market already provides abundant options? Dr. Elbaz responded by stating that, "Imaderm responds to the strong demand for

Imaderm does not perform plastic surgery as it prioritises softer, non-invasive beauty treatments including radio frequencies, ultrasounds and sound waves that have proven to be efficient in treating cellulite or sagging skin. The centre is also equipped with several LASER platforms which cover the full range of beauty services (hair removal, rejuvenation, vascular and pigmentation treatments...).

Imaderm only uses 100% Swiss products and most notably two particular

IMADERM OFFERS A COMPLETE RANGE OF TREATMENTS AND BEAUTY CARE SUCH AS:

- Lasers – vascular, pigmentation, hair removal, dermal rejuvenation treatments
- Wrinkle reduction by hyaluronic acid
- Botulinium toxin
- Mesotherapy – dermal rejuvenation, hair and cellulite treatments
- Peelings
- Radiofrequency and ultrasound – slimming and firming
- Facial and body beauty treatments – oxygenation, personalised massage, manual lymphatic drainage

Swiss brands. These are Swiss Line's anti-ageing products and Phyto5, which is a patented, organic range of products that integrates principles drawn from Chinese medicine.

The demand for quality goes hand in hand with cutting edge technical equipment and professional acumen. Hence, Imaderm is one of the few centres to provide a spectacular, revolutionary treatment for reducing wrinkles and fine lines which is used by celebrities world wide (Oxytherapy Intraceuticles).

Imaderm's activities don't stop at providing beauty care. The centre actively works in partnership with specialised laboratories, performing tests and validating treatments. Yoël Elbaz explained that, "Thanks to these partnerships, Imaderm has the advantage of being provided with objective means of measurement to offer treatments that have proven to be effective." These evaluations cover treatments such as mesotherapy for rejuvenating skin or injections of autologous platelet-rich plasma, which are well worth mentioning. Yet another way for Imaderm to remain at the cutting edge of a highly competitive market.

