

16 December, 2013

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To: All Members of MCCI Ladies Forum

All Members

Dear Sir,

Re:Brief Proceedings of the Seminar on 'Skin Care- an Instrument to Perfect Beauty' on December 16, 2013 at Somany Conference Hall

Please find attached the **Brief Proceedings of the MCCI Ladies Forum - Seminar on 'Skin Care- an Instrument to Perfect Beauty'** with Prof Nandita Basu, Director, Calcutta School of Tropical Medicine; Dr. Sachin Varma, Dermatology Consultant, Apollo Clinic, Dr. Debashis Banerjee, Medical Head-Eastern Region, Kaya Skin Clinic and Smt. Doyel, Shahnaz Husain Group of Companies, held on December 16, 2013 at Somany Conference Hall, MCCI.

Thanking you,

Encl: Attached below

Yours faithfully,

Muroti Chatterjee
(Assistant Director General)

Brief Proceedings of the Seminar on 'Skin Care- an Instrument to Perfect Beauty' on December 16, 2013 at Somany Conference Hall

MCCI Ladies Forum (MLF) organized a Seminar on 'Skin Care- an Instrument to Perfect Beauty' on December 16, 2013 at the Somany Conference Hall with Prof Nandita Basu, Director, Calcutta School of Tropical Medicine; Dr. Sachin Varma, Dermatology Consultant, Apollo Clinic, Dr. Debashis Banerjee, Medical Head-Eastern Region, Kaya Skin Clinic and Smt. Doyel, Shahnaz Husain Group of Companies.

Smt Divya Agarwal, Chairperson, MLF at the Welcome Address highlighting the importance of the largest organ of the body - the skin, stated that 'rising pollution in the ambience', 'exposure to UV rays', 'contamination in the food' followed by 'Lackadaisical Attitude', 'Constant Negligence' and 'Absence of Adoption of Protective Measures' by people, are the reasons accelerating the ongoing process of 'recurrent' skin illnesses, pigmentation, rashes and blisters making it almost incurable.

Prof Nandita Basu at her Presentation on 'Skin- The Mirror of Health & Beauty' - deliberated on various forms of skin inflammation including 'Eczema' (which she explained should be 'correctly referred as 'spongiotic dermatitis'), 'Lesions', 'Oral Hairy Leukoplakia', 'Verruca Vulgaris', 'Dermatophytosis', 'Impetigo' and 'Pityriasis Rosea'. On Allergies, it was highlighted, 'few foods', 'dust mites', 'dyes', 'fragrances', 'latex', 'mold', 'pet dander', 'pollen', 'few plants' (including Parthenium, Papaya, Castor, Argemone Mexicana, Cassia Fistula, Spiny Amarnath) cause 'itching and act as allergens'. The ill - effects of Arsenic Poisoning were also detailed. 'How we feel inside is what we look outside'- said Prof Basu stressing on the need of 'emotional well-being' as a determinant of health of a skin and discouraged on the 'artificial skin rejuvenation mechanisms'.

Dr Sachin Varma said 'Only 3% Film stars and Celebrities use the cosmetic products they endorse. So understanding the skin and using consistently one branded product are the keys to having a healthy and nourishing skin. Don't change your cosmetic brand like your clothes'- 'Skin is the most dynamic sensory organ of the body with the ability to distinguish the 'intention' of the 'physical contact' of any living object'- he commented. 'Daily Skin Regimen of 'Cleaning, Toning and Moisturising with correct degree or strength of the toner (normally 5.5 Ph), Exfoliating once in a week or two weeks with Scrubbers,

Exercising regularly - which enables secretion of hormones keeping the skin cells active; **Balanced Diet**- with Milks (Biotin), Citrus Fruits, Nuts, Yeast, Beans and adequate amount of Water and **De stressing** by being always Generous - **keep the skin 'alive'**. **'Botox'** injections or any artificial treatment should be introduced within the Skincare mechanism only after the age of 30 and especially after 60 if and only if the person is keen. **'Fillers', 'Glycolic Peelers,' 'Nasolabial Botox', 'Lip and Cheek Augmentin', 'Skin Tag & Tattoo Removal'** are few of the technologically advanced services offered by Apollo. **'There are 1 Lac- 1.5 Lac Hair follicles on the Scalp and daily shredding of 100 hair strands depict good growth'** - assured Dr Varma

Dr Debashish Banerjee suggested that **'Everything is not for everybody** and you have to know your needs so that we may partner you to understand it better to get a glowing and the best possible skin'-, who also advocated the necessity of **'skin age analysis for proper treatment of aging skin. He articulated the 'Objective' of Kaya Skin Clinic to 'regulate, govern and monitor' the skin of human body. 'Every skin need should be dealt with individually - and we need to balance between our zone of comfort, simultaneously ensuring others are comfortable with our appearance'** - explained Dr Banerjee.

'You can't be fair with facial' - was the Path breaking statement of Ms.Doyel who added **Regular and demand based and bespoke care** are the stepping stones to a glowing skin. Her valuable tips included : **'No Toning after Scrubbing', 'Monthly Facial', 'Protection against UV rays', 'Lesser dying of Hair', 'Healthy eating habit'** to get a 'consistently bright skin.

Smt Saroj Saraf, Co-Chairperson, MCCI Ladies Forum proposed the Vote of Thanks.

The seminar was well attended by over 20 Participants comprising: **MLF Members and their Friends and Media.**

- **Muroti Chatterjee**