



The Diplomatic Club

JUNE 2011



AMBASSADOR
GOLYM ORAZBAKOV

DOOMSDAY
SCENARIO
DIDN'T
MATERIALIZE
ON NAKBA DAY
REFORMS

DIPLOMATIC
EVENTS

THE DIPLOMATIC
WIFE

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Cover design Rachel Witzman

The Diplomatic Club Magazine
Printed monthly

Tel: 972-3-562.20.61/2
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Dear Members,

Like every year in the diplomatic community, summer is the time of changes. So we are happy to welcome all new diplomatic staff to Israel. And to wish our regular members a fruitful year starting straight after the summer break.

As always, the Diplomatic Club is happy to help all his members with adjusting with life in Israel. Whether by publishing for you the Medical Directory and Restaurant Guide, or by offering you loans for car or discounts in many shops, theatre and concert halls, air tickets and duty free boutiques, not to say anything about insurance plans that the Diplomatic Club has secured for community.

The Diplomatic Club will work harder than ever to bring community the new and improved services. We would like to draw the attention of our new members and remind our regular ones a special offers and rubrics that available on our site www.diplomacy-club.com under the names Restaurant Guide, Medical Directory.

One more festive note, the Diplomatic Club is happy to remind you that it will soon celebrate its birthday.

On the 28th of August 2011, it will be 13 years old and fully intend to introduce our selves after the summer holidays.

In the meantime, we hope you will hope enjoy the summer and look forward to another year together.

Yours sincerely,

Julia Verdel

General Manager

And the Editorial Team

ANNOUNCING AN EXCITING COOPERATION BETWEEN CARTER'S BRAND AND THE DIPLOMATIC CLUB MAGAZINE

A leading U.S. baby fashion brand Carter's has arrived to Israel (only at H&O)



Dear friends,

The Diplomatic Club invites you & your beautiful baby to participate in an exclusive new fashion event. Just for a moment, set aside everything else and imagine your little star at a unique fashion show with babies from all over the world. The cutest babies will be dressed in Carter's fashionable clothes and photographed by one of Israel's leading photographers.

This is a once in a lifetime experience for you and your child - or perhaps the beginning of a new career! Either way, these fashionable clothes are yours as a gift from H&O.

The selected toddlers will appear in the October issue of The Diplomatic Club magazine.

So what are you waiting for? If you have a toddler - boy or girl - aged 6 months up to 3 years, hurry and send us their pictures with their names and ages by email. Registration is limited.

You and your baby may win the experience of the lifetime!

The auditions will be held from 10.08 till 20.08.
info@diplomacy-club.com



Ambassador Matthew Gould



D.C. Do you think that Israel and the UK share the special relationship?

M.G. Absolutely. Prime Minister David Cameron has described Britain and Israel as strategic partners, allies and friends, and this is the best description of the relationship. I'm incredibly proud of the relationship. The UK and Israel are partners in a variety of areas, perhaps most important in tackling the threat from Iran's nuclear ambitions. Both our countries are scientific superpowers, and I am determined to see to it that we build the strongest possible links between our scientists. We also watch with admiration as Israel develops its high-tech industry, and I want to build a real partnership between the British and Israeli high-tech economies. Of course we have our disagreements - all countries do, and the more important the issue the sharper the disagreements can be. But for me this doesn't detract from the core of the relationship, which is a rock-solid strategic partnership.

D.C. UK is the principal economic partner of Israel? Could you, please, comment it?

M.G. The EU as a whole is Israel's largest trading partner. Trade with Britain is a key part of this. Two-way trade between our countries hit a record high in 2010, topping 3 billion pounds. Trade is a vital component of our bilateral relationship. My goal is to get trade to £4bn by the time I leave.

D.C. Some students in UK have planned to hold a protest against the war in Afghanistan. The deepening crisis in Libya is obviously at the forefront

of international affairs right now. Can you describe the mission of UK in Middle East?

M.G. Foreign Secretary William Hague said recently that in geopolitical terms the events in the Middle East are the most important of any in the 21st Century. The United Kingdom will stay at the forefront of these events, working with our friends and allies to ensure what is happening will be a change for the better - entrenching democracy, prosperity and dignity - rather than a collapse back into greater authoritarianism or violence. William Hague pledged that "we will continue to focus unrelentingly on the changes in the Middle East and North Africa."

The turmoil in the region has led some people to conclude that now is a very bad time for Israel to try and make peace. We believe the opposite. Now is precisely the time Israel should try to take the bold steps towards peace, because political systems all over the region are re-forming themselves, and it cannot be in Israel's interests for them to solidify at a moment of minimum hope in the peace process - because you guarantee, then, that in each country where that happens, their position towards Israel is going to be least friendly.

D.C. You had identified two areas that you want to promote relations between Israel and UK: scientific collaboration and economic links in the high-tech field. Could you please tell us more about this?

M.G. I spend a day every month in Israel's uni-

versities, talking to Israeli scientists. Every time I do, it blows me away. I am determined to build stronger cooperation between our scientists. To achieve this we launched the UK-Israel Life Sciences Council earlier this year, bringing together 20 of the most eminent British and Israeli scientists, including 4 Nobel Prize winners. We have launched an ambitious fund to promote UK-Israel joint research in regenerative medicine. And we are equally ambitious on the high-tech side - we are setting up a high-tech hub inside the British embassy, a dedicated team to build high-tech partnerships between British and Israeli companies.

D.C. City of London is a major world financial centre. How you promote the setting up business in the UK and investments in both countries?

M.G. The UK Trade & Investment team at the Embassy does a fantastic job supporting British businesses looking to operate in Israel, and helping Israeli companies set up in the UK. Over 300 Israeli companies are already operating in the UK - and this number keeps on rising. We are the perfect gateway to the EU - just four hours away from Israel, a two-hour time difference and we speak English.

D.C. The impact the youth of the world, particularly now in the Middle East is incredible. It's affecting the UK's foreign policy. Recently, there has been a lot of attention the UK about rising tuition fees. What do you think about the situation and the prospect for young people in Britain and Israel?

M.G. The economic situation in the UK is tough - we have a government determined to balance the books and bring down debt, and that isn't ever easy. One of the difficult decisions that the government has taken has been to raise tuition fees for university students. But by taking these difficult decisions now, we can be more confident that there will be good jobs in a strong economy for our young people when they reach the labour market. It's not easy, but it is necessary.

And this sort of difficult choice is not only for young people in the UK. There are pressures on young people in Israel too, even though the economy is strong. Some of the divisions in Israeli society are deep, and that gives me some concern for the future. I'm thinking of divisions between secular and ultra-Orthodox Jews, between Jew and Arab, between the centre and the periphery. I try and spend a lot of time in these different communities, and try to make sure I'm not just going up and down Route Number 1 between Tel Aviv and Jerusalem.

One of the things I want to do in Israel is ensure that our young people talk to each other. I'd like to see more British students in Israeli universities, and more Israeli students in British universities.

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M.G. What the UK Jewish community may lack in size, we make up for in passion and determination! I am incredibly proud of my Jewish background and heritage, and the UK's Jewish community. Government officials meet with representatives of the various Jewish community organizations on a regular basis to share perspectives and discuss current issues affecting Israel and the community. In fact, the Foreign Secretary met with representatives just last week.

D.C. After one year of posting in Israel your opinion about this country is changed?

M.G. We came with great hopes, and Israel is exceeding our expectations. It's been every bit as interesting, intense, worthwhile, as I thought it was going to be. From the very start it has been immensely fulfilling. Celia and I have travelled all over the country: horse-riding in the Galil, scuba-diving off Eilat... we've met the most extraordinary range of people. We had a huge affection for Israel beforehand, and that's only been reinforced.

Ambassador Matthew Gould
Full Name: Matthew Steven Gould
Date of Birth: 20 Aug 1971
Married to: Celia Jane Leaberry Gould
Children: Rachel Elizabeth, born April 2011.



TALIA

“We watch the Arab spring closely but don’t expect a similar scenario in Kazakhstan, the situation is just too different” - Golym Orazbakov, Ambassador Extraordinary of Kazakhstan to the state of Israel.

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NEW AMBASSADORS

Five new Ambassadors from Albania, Ecuador, Cyprus, Thailand, Sierra Leone, United States, Germany, Slovakia, and Nauru submitted letters of Credence to the President of Israel Shimon Peres. The official ceremony of welcoming their entry into Israel as their countries' Ambassadors was held as usual at the President's residence.

President and Ambassadors discussed ways to strengthen the countries partnership in the areas of tourism development, technological, security and economic relations.



Ambassador of Ecuador
H.E. Raul Guillermo BASSANTE RAMIREZ



Ambassador of Thailand
H.E. Nuttavudh PHOTISARO



Ambassador of Albania H.E. Bujar CKENDO



Ambassador of Sierra Leone
H.E. Andrew GBEBAY BANGALI



Ambassador of Cyprus
H.E. Dimitris HATZIARGYROU



Ambassador of United States
H.E. Dimitris HATZIARGYROU



Ambassador of Slovakia
H.E. Andrew GBEBAY BANGALI



Ambassador of Germany
H.E. Dimitris HATZIARGYROU



Ambassador of Nauru
H.E. Dimitris HATZIARGYROU

USA

Every year, a few days before the Fourth of July, the U.S. ambassador's residence in Herzliya Pit-uach opens its gate to thousands of guests in a celebration of American independence. The usual ritual - lots of American kitsch, a notable presence of the business, political and military elite, McDonald's and Pizza Hut stands and sappy speeches by the prime minister and the president.



EU ambassador Andrew Standley and Deputy Prime Minister Dan Meridor

Franch



On Thursday 14 July 2011, Ambassador of France to Israel Mr. Christophe Bigot hold a remarkable celebration dedicated to the Bastille Day.

The are many public figures, French and Israeli, participated at the event, including businessmen, politicians, cultural leaders, and more (attendance: Minister Benny begin, MsK Shaul Mofaz, Ronit Tirosh, Daniel Ben Simon, Einat Wolf and Dalia Itzik, Nino Abisadze, Mayor of Tel Aviv Ron Huldai, Director of the Tel Aviv Cinematheque Alon Garbuz, the actress Hanna Laslo, CEO of Snoopy-aventis Roni Birnbaum and Rothschild Group Jimmy Pinto). Guest of honour was the President of Israel Shimon Peres, who had speech in the event.

Ambassador of Georgia Mr. Vakhtang Jaoshvili and guests, among which is MK Sofa Landver

Belarus

The reception commemorating the National Day of Belarus occured this year at the Dan Tel Aviv Hotel on June 28th Sought to supplant the existing anarchy fostered by some of the country's magnates with a democratic constitutional monarchy.

On the Occasion of May 3rd Constitution Day and The Day of the Polish Armed Forces The Ambassador of the Republic of Poland Mrs. & Mr. Agnieszka Magdziak-Miszewska and the Defence Attaché Col. & Mrs. Ireneusz Drążyk.

Hold reception On May 5th, 2011 at Ambassador's Residence.



Belgium

On July 21st, more than 300 guests came to celebrate the Belgian National Day at the Sharon Beach in Herzliya. Belgians, friends of Belgium, members of the Ministry of Foreign Affairs and of the diplomatic corps, all gathered under the "Stella Artois" parasols, in a yellow-red-black décor which blended perfectly with the natural setting.

They arrived at twilight, as the Telavivian heat was beginning to subside and stayed well after sunset. They were greeted by Ambassador Bénédicte Frankinet to the sounds of Belgian musical hits, and went on to meet friends and enjoy Belgian culinary specialties: there was plenty of beer of course, the inevitable "frites", and also delicious cheese croquettes, an asparagus salad ("asperges à la flamande"), all prepared under the supervision of Chef Michael Katz from Jerusalem.



Korea



The Korean Embassy hosted a special ceremony to celebrate the unveiling ceremony of the new Embassy building. The event was hosted by the Korean Ambassador, Mr. Young Sam-Ma with the presence of the Deputy Foreign Minister, Mr. Danny Ayalon and the Mayor of Herzliya, Mrs. Yael German.

On April 2009, the Government of the Republic of Korea has decided to purchase a 4 dunam plot of land in order to establish a permanent Embassy building. This decision is considered as a very unique step because usually, most of the foreign Embassies are renting or purchasing existing offices and buildings.

Ambassador of Georgia Mr. Vakhtang Jaoshvili and guests, among which is MK Sofa Landver



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made with love



The leading brand of children's clothing in America is now in Israel! Only at H&O

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H&O . תמיד תמצאו משהו שווה

International modern design in your home

A contemporary design should create an international statement. It should serve as both inspiration and a meeting point between art and daily life in our home. In the past, the design and furnishings of the interior and the exterior were very heavily influenced by the local lifestyle, climate, building materials and the local customs. In the 21st century, this reality has changed and the expanding globalization allows IDdesign to bring to and display in its showrooms updated and contemporary design solutions in accordance with the world's leading trends in international design.

IDdesign is a leading international design chain that provides home decor and furnishings solutions. The chain originates from Denmark and has over sixty impressive showrooms worldwide, including four in Israel: Ramat Gan, Ga'ash, Haifa and Jerusalem. IDdesign offers a perfect solution for those that do not compromise on quality and comfort, and wish to design and furnish their home in one place. The chain imports collections and items that represent the latest statement in international design. All our items are fashionable, fresh, stylish and chic, and they can transform your home into a real design gem. Imported from the design capitals of the world, IDdesign's furniture and decorative accessories create a fascinating and elegant bridge between cultures.

REFINED – the most current and elegant international trend

As part of the latest international design concept, this summer IDdesign presents REFINED – the luxurious and contemporary line that includes furniture and complementary accessories. The name – REFINED – says it all: elegant, clean and polished line, suitable for those who love neat and modern design and are not prepared to compromise on quality. This new line is minimalist, yet it is characterized by delicate and impressive items, which are made of advanced, quality materials using the newest technologies, guaranteeing a perfect finish. The colors are white and gray with dramatic black accents. The attention to the smallest details and the meticulous attention to the production process are responsible for the exceptional quality of our products. Some of the furniture is designed using the modern versions of the capitonnage technique. This furniture creates a compelling combination with items designed using nickel, stainless steel and silver.

Restrained motifs such as delicate tiles, longitudinal or transverse stripes, net-like patterns, lacquer coatings and high quality porcelain and glass surfaces



emphasize the refinement and the elegance of the design. They integrate beautifully with rough materials such as flexible leather, velvet, flannel, tweed and concrete and stone finishes, which emphasize the unique and prestigious look.

The RAW trend

This year, one of the hottest international trends in design capitals across the globe is the authentic, raw, hot and "rusty" line, drawn from daily life. The items are made of coarse raw materials, like natural wood, wrought iron glass and mirrors, integrated with natural materials such as leather, stone, ceramics, straw and knitwear. The natural weathering and aging of these materials add even more charm to their unique design.

Total-Look home decor

IDdesign showrooms are designed according to the Total-Look approach that offers a unique shopping experience and allows customers to admire the perfectly shaped spaces that they wish to see in their own home. The showrooms allow to do all the shopping in one place: furniture for the central spaces of the home (seating areas and dining areas), bedroom and study furniture, as well as decor items, art, textile, lighting, rugs etc. All items are innovative, updated and modernized, according to the world's leading international design trends.



Trends by IDdesign

Refined – the most elegant international trend



The modern classic returns to us in a more subdued version - refined - an innovative design trend. The minimalist and elegant items combine surprising modern motifs with advanced technology, perfect finish and fine patterns. Amongst the materials are concrete, glass, various metals, leather, stone and cloth, all are of the highest quality. The unique combination of contrasting materials, create a perfect balance between elegance and roughness.

IDdesign, the international design and home furnishings chain, invites you to get acquainted with the new trend. Our showrooms and stores offer a wide range of refined furniture, lighting, fixtures and decoration items that can be combined and adjusted to your home.



Free design consultancy | NEW - design your floor - designed rugs and parquet in an exclusive collection | www.iddesign.co.il | *6610

Ga'ash - shopping center. 09-9569227. Opening hours: Sun-Thu: 10:00 to 20:30; Friday and holiday eves: 9:30 to 14:00. Saturday: 11:00 to 21:00. Ramat Gan/Bnei Brak - Design center, 2 HaLehi st. 03-6164939. Opening hours: Sun-Thu: 10:00 to 21:00; Friday and holiday eves: 9:30 to 15:00. Saturday: one hour after Sabbath to 23:00. Haifa and the North - 147 Bar Yehuda rd. Tel Hanan, Neshet. 04-8213265. Opening hours: Sun-Thu: 10:00 to 20:30; Friday and holiday eves: 9:30 to 14:00. Saturday: one hour after Sabbath to 22:30. Jerusalem - 20 Pierre Koenig st. Talpiot. 02-6788560. Opening hours: Sun-Thu: 10:00 to 20:00; Friday and holiday eves: 9:00 to 13:30. Closed on Saturdays.



IDdesign projects

IDesign projects is an IDdesign department that specializes in design solutions for residential and commercial projects, which require furniture, fixtures, decorating and other accessories, customized for private as well as for business clientele. The department also provides marketing and professional solutions for the institutional sector.

Business / Institutional market

For business/institutional market, the department offers dedicated planning and design solutions, customized to offices, hotels, guesthouses, hospitality suites, retirement homes, embassies, and more.

The service includes designated manufacturing/import of items according to customer's needs, especially when it comes to large and complex orders.

The service includes professional supervision by the company's architects.

Architects and interior designers

IDesign projects maintains active working relationships with approximately 1300 architects and interior designers from across the country. This creative cooperation is an integral part of our activity. Architects and interior designers participate in each project, providing custom solutions for every client.

Brand strength allows the department to find various design and furniture solutions for a diverse clientele, all under one roof. The service includes personal and professional guidance.

In addition:

We customize the range of our items to the unique needs of the customer/project.

We manufacture/import furniture in accordance with a requested plan/design.

We provide the necessary decor, lighting, rugs, accessories and furnishings from the wide range of the brand's products.

Amongst our clients are: Africa Israel, Shikun & Binui, Azorim, Y.H. Dimri, Heftsiba, Oneal Construction Ltd, Gindi Holdings, Industrial Buildings Corporation Ltd. (IBC), Minrav and many others.

E.F. DESIGNS - LP, headquarters:
2 HaEtzel St. Rishon LeZion. Phone: 03-9536400;
Fax: 03-961178



OPEL INSIGNIA: ON THE MOVE TO KEEP ITS EDGE



- Successful: Some 40 awards and 230,000 orders
- Quality: Premium leather adds fresh look
- Innovating: First Opel passenger car to couple Adaptive 4x4 with a diesel

Rüsselsheim. When the Insignia hit the streets a year ago, it turned heads. Market analysis and customer surveys show why: It is a car with a sophisticated, elegant yet sporty design and exceptional technologies that customers value and use - and at an affordable price.

No wonder, then, that the Insignia and its three models - hatchback, sedan and Sports Tourer - have racked up some 40 awards, including the coveted European Car of the Year 2009. Customers confirm expert opinion: Nearly 230,000 orders have been taken so far, making the Insignia either the best-selling or second best-selling mid-segment car in 11 countries.

To further boost the excellent competitive position of the Insignia, Opel is continually developing and improving this flagship model line. New this year: The German brand now has coupled its optional Adaptive 4x4 with a 2-liter 160 hp CDTI, making it the first Opel passenger car to link a powerful yet efficient diesel with the innovative segment-leading technology of an adaptive all-wheel drive system. Moreover, engineers have made refinements on all diesel engines to improve the noise and vibrations, thereby keeping the interior quiet and enhancing the interior acoustics. The changes target betterment in both mechanical and combustion noise.

The diesel offer is in addition to the 2-liter 220 hp gasoline turbo with Adaptive 4x4 that has been part of the powertrain line-up since launch. Both engines offer high performance without breaking the fuel budget. The 4x4 is standard on the 2.8 V6, 260 hp Turbo and OPC models.

High customer demand: Some 45 percent order adaptive all-wheel drive

The Adaptive 4x4 all-wheel drive system, together with the adaptive FlexRide premium chassis and the electronically controlled rear limited slip differential (eLSD), sets new standards for driving and handling. Studies show Insignia customers particularly value this innovation: Some 45 percent of Opel customers Europe-wide who order the 2.0 liter gasoline turbo add the optional Adaptive 4x4 to their Insignias.

The active all-wheel drive system improves handling and stability in all driving conditions. Adaptive 4x4 combines the best characteristics of conventional mechanical and hydraulic all-wheel drive systems. Offering optimal traction, it was designed to make the Insignia move more dynamically.

A big advantage is that wheels don't have to spin before corrective measures kick in. This gives drivers the confidence that their Insignia Adaptive 4x4 can still maintain safe traction even if three wheels are on sand or mud and only one rear wheel can find grip. Even in bad weather or on bad roads, the advanced chassis systems are designed to recognize and avoid danger early enough to support the driver in tricky situations and still provide driving fun - even for vacation-goers in a Sports Tourer with a trailer.

The Opel Adaptive 4x4 system not only helps out in critical safety situations. It also detects when no external conditions need special intervention, such as travelling on a highway. In this case the system reverts to front-wheel drive to reduce friction loss and save fuel.

Award-winning: Innovative technologies

Adaptive 4x4 is only one of many intelligent technologies offered in all Insignia models. The Insignia range introduces innovations like the adaptive bi-xenon safety lighting system AFL+ with its nine functions and the front camera system Opel Eye, with lane departure warning and traffic sign recognition. Opel has received awards for both the AFL+ and Opel Eye, recognizing their ground-breaking technology. Owners, too, are keen on the favorably priced, particularly back-friendly, ergonomic sport seats, certified by Aktion Gesunder Rücken (Action for Healthy Back - AGR), orthopedic specialists. Sporty vacation fans will appreciate the retractable Trailer Hitch and Trailer Stability Assist, which helps protect against pendulum swings, ensuring safe driving. Once the trailer no longer is needed, the trailer hitch simply can be folded away, keeping the elegant design of the Insignia intact.

Sports Tourer: Elegant yet maintains high utility value



The innovative technology matches the upscale, aerodynamic design language of "sculptural artistry meets German precision" first introduced in the Insignia. The exterior literally embodies Opel's new outlook: Premium quality, elegant and innovative. The Insignia Sports Tourer has its own added value, like a power tailgate with programmable opening height, a load leveling system and the familiar FlexOrganizer cargo management system. The completely flat luggage compartment has a capacity of 540 to 1,530 liters. The result is a dynamic, sporty station wagon that elegantly conceals its high utility value.

The upscale design is echoed in the beautiful interior cabin which is made of high-quality materials with a critical eye to all details. Keeping the styling contemporary, two new looks - Indian Summer and Sport Edition - are introduced in August, the Insignia will be offered with premium, high quality, fine Nappa leather in a warm Indian Summer color that is completed with beautiful creamy Cashmere stitching.

This contemporary interior is a clear fashion statement. Several different stitching techniques including contrasting piping were used in this trim not only on the seats but also on the door inserts, the steering wheel and the gear shifter. The Insignia signature blade is stitched in the seat- and floor mats. The black interior provides full leather trim, including the seats and door inserts, for a luxurious feel.

Alternatively, buyers can choose a Sport Edition Pack which, like the Indian Summer trim, comes with a black interior. Naturally, an OPC Line leather steering wheel and gear shifter, along with 19-inch or 20-inch alloys, are included. The Sport Edition Pack is offered in Cosmos and Sport Trim level.

Trends in the Science of Anti-Aging

by Eveline Erfolg

Anti-aging medicine has many perspectives, and everybody – both women and men – are expecting a lot from it: from removing wrinkles and feeling younger, to extending an active way of life in general. But what can the specialists in the field really offer us today?



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Legends of the Fountain of Youth exist in different parts of the world, but humanity has never discovered a magical elixir that grants eternal youth. However, in the 21st century, it has actually become possible to “set aside” old age and live a fuller life for a longer time.

Nowadays, anti-aging medicine is one of the fastest growing areas of medical practice, it employs tens of thousands of doctors worldwide and that number is growing rapidly.

The essence of anti-aging lies in the fact that each person should find an individual solution on how to remain healthy, despite the advancing years. The word anti-aging reflects the spirit of the time and the desire of the majority to feel and look young. Anti-aging medicine has many perspectives, and everybody - both women and men - are expecting a lot from it: from removing wrinkles and feeling younger, to extending an active way of life in general. But what can the specialists in the field really offer us today?

The search for alternative treatment methods that address a number of aesthetic problems caused by the aging of the skin and the degeneration of subcutaneous tissue, has led to the emergence of modern techniques in cosmetic services that are less drastic than plastic surgery. One of these techniques is called mesotherapy, which was invented in 1952 by Dr. Michel Pistor.

The modern concept of mesotherapy was formed in the late 1980s, when the French Academy of Medicine recognized it as a separate field of cosmetology. Mesotherapy has an important role in the aesthetic medicine services. It is a distinct anti-aging treatment that contributes to the process of skin rejuvenation and allows a healthy and fresh look of damaged areas that are exposed to solar radiation and environmental pollution.

During mesotherapy treatment, microscopic drops containing a mixture of active ingredients are injected into the skin. The unique technology of cocktail making allows physicians to create a variety of medical preparations that have the necessary impact on the cells of the skin and fatty tissue. The cocktails contain about 54 different types of components that include homeopathic preparations, vitamins, minerals, organic acids, herbal extracts, biotechnological products, extracts of animal origin and others.

One of the main advantages of the cocktail is the high concentration of hyaluronic acid, since it is the most important ingredient that causes the skin to look younger and healthier. Hyaluronic acid is produced by our body, however, over the years its production naturally decreases and the skin ages.

Dr. Anna Sapoznykov from the **Hadassah Optimal Medical Center** describes the procedure as: “a practice of injecting small amounts of medication into the mesoderm (the middle layer of skin), in the relevant skin areas.” The treated areas include areas of the skin that are usually exposed to the sun: face, neck, cleavage and hands.

The mesotherapy procedures are performed using special syringes and needles of a very small diameter and of varying lengths. Another option is the so-called mesogun, which allows injection at a rapid pace, without pain, at a given depth, which ensures an even distribution of the mesotherapeutic cocktail. Linear technique of mesotherapeutic injections can correct wrinkles and effectively reduce the second chin problem. The duration of the procedure is very short - only 15-30 minutes, and the result is natural and visible already after the first treatment. The procedure itself leaves virtually no marks. The procedure should be repeated after 7-10 days, depending on the problem, as the mesotherapeutic formula is absorbed over a period of 5-7 days.

According to **Sophie Brener**, head of the aesthetic division at **Care Medical Services**, mesotherapy is a sort of biostimulation that improves the blood circulation and, amongst others, forces the body to create its own collagen. The collagen that our body produces is basically made of amino acids and is responsible for the skin's elasticity and youthfulness. With age, this ability decreases and the skin starts to look tired and wrinkled. A mesotherapeutic cocktail that includes amino acids gives a boost to the skin's collagen level and because the amino acids are injected directly into the skin - the effect is stronger and much more visible than orally ingested amino acid supplements.

Due to unique properties of mesotherapeutic cocktails, which have beneficial effects on the cells by improving metabolism, the procedure is widely used in all branches of modern cosmetology. These include procedures designed

to restore hair, baldness treatment, figure correction and cellulite reduction, and, of course, skin rejuvenation.

Anna Baranovski, beauty architect and manager of **Beyond Clinics**, believes that women should emphasize their natural beauty and deserve the right to regain their youth. After many years of experience and working closely with thousands of women, she realized that only a woman can truly understand another woman. Anna has personally undergone the most innovative aesthetic treatments offered by **Beyond Clinics** and now she serves as a “beauty guru” for many women when it comes to nurturing and preserving youthful looks.

Mesotherapy is one of the many aesthetic treatments that this exclusive up-scale boutique clinic offers to its clientele. Anna recommends starting the treatment at the age of 28, especially if the skin is frequently exposed to the sun.

Mesotherapy is offered as a single treatment or as an adjunctive therapy to other treatments such as filling of wrinkles, Botox, and many others. Nevertheless, plastic surgery and injections just change the layout of the skin on the face; these methods do not treat the skin's condition and it remains worn out and tired, with impaired metabolic process. This is why plastic surgery alone is insufficient: it does not restore the metabolic functioning of the various layers of the skin, the way mesotherapy does.

Whether the skin is tired and dry, or young and healthy, each mesotherapy treatment provides direct nourishment of the skin with active



Beyond Clinics / www.beyondpro.co.il

ingredients; moisturizing and firming of the skin; slowing of the aging process; filling and smoothing of fine wrinkles; new collagen and rejuvenation of tissue. In addition it maintains the vitality and texture of the skin and creates a fresh and bright appearance, which enables women to look ten years younger than their actual age.

The current anti-aging medicine priorities are about recognizing the early symptoms of aging and timely reorientation of patients addressing the slowing, age-related biological processes. Anti-aging medicine is first and foremost about prevention. This is exactly the reason why **Intraceuticals** - an Australian skincare brand, had developed unique oxygen facials that are another example of rejuvenating skin treatment, but without injections. Known as “Hollywood's best kept secret”, these oxygen treatments are used by many celebrities, including Madonna, Eva Longoria and Justin Timberlake.

The **Shuki Zikri Salon** is a one-stop shop beauty salon that offers this amazing experience that provides instant results one can see and feel. **Intraceuticals** offers a new generation of cosmetic products and a new technology of rejuvenation, developed by Australian biochemists. The treatment stimulates collagen production, cell renewal and skin regeneration. The technique is based on hyperbaric oxygen therapy: a special serum with bioactive components is administered into the deeper layers of the skin under the pressure of oxygen. The **Intraceuticals** anti-aging serums are based on low molecular weight hyaluronic acid, which is a natural component of our skin.

Thanks to hyperbaric oxygen, said **Maya Markovich**, not only does it penetrate deep into skin layers, but also serves as an excellent “conductor” for other bioactive ingredients: vitamins and antioxidants. In combination with hyperbaric oxygen therapy, the anti-aging serum stimulates cell regeneration and the production

of elastin and collagen, visually aligning the surface of the skin and reducing wrinkles. The results of such treatment are comparable to the medical methods of biorevitalization and mesotherapy.

Anti-aging therapy is not confined to the administration of vitamins, minerals and antioxidants. You can outwit old age just by changing your lifestyle. “Eternal Youth” can be achieved through daily exercise and loosing of various bad habits such as smoking or excessive alcohol consumption. Another decisive factor is proper nutrition, because no one would deny that a slim figure by itself visually “rejuvenates” its owner.

The potential of anti-aging therapies to realize one of the oldest dreams of mankind has attracted many practitioners, from the unskilled to downright charlatans. That is why, before you start any anti-aging regimen, discuss the matter with your family doctor and get the facts as they relate to your personal health. While anti-aging medicine offers many sophisticated treatments, you should not forget that you cannot stop or cancel the aging process entirely. However, today it is really possible to slow it down or partially prevent its premature development.



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