

# Mother/Baby & Child

*Veronica Martin caught up with Sarah Battikha, Founder of Frame, a dermatology clinic in Dubai, to discuss wellness & beauty, the challenges of being a mother and entrepreneur and her innovative treatments.*

**You followed in your father's footsteps and began a successful career in the same industry, what did attract you the most to work in wellness and beauty?**

I have always been obsessed by wellness and beauty. Before finding my own career path I was working in a totally different industry, and I remember feeling a bit "useless" as I kept saying that I wasn't feeling like I was helping anyone. Whereas now I know that throughout my clinics I am able to help people feel better about themselves and that is why I was attracted to this very specific field.



**You opened your first Frame clinic in 2017, a second one in 2020 and have opened your third one in Dubai this year. What do you think is the secret behind your success?**

A bit of an adventurous mind is definitely necessary as well as believing in your project and bringing something new to a market which can feel overcrowded.

**Can you tell our readers how do you juggle being a mother and an entrepreneur? What do you find the most challenging?**

Becoming a mother has definitely changed how I see things now, however I feel like it has made my business life much easier in a sense that I don't waste time on the small stuff and I'm much quicker at decision making now.

However, juggling the two are daily tasks and I try to take each day as they go. I used to be a bit of a control freak before and motherhood taught me to let go more.

**FRAME is the first clinic in Dubai to offer the innovative Celliss Machine. Can you give us more details about how this treatment works and the main benefits?**

Celliss is an innovative anti cellulite and slimming machine made in Europe which provides the only solution capable of treating a significant surface of the body, simultaneously. The adjustable and adaptable aspiration/percussion cycle, with variable intensities and speeds, massages the skin and muscles in three dimensions. Stimulating and treating such a large zone at the same time makes the overall effect of the treatment more efficient. Orange-peel is reduced, skin radiance and firmness are improved, the silhouette is reshaped and thighs, abdominals and buttocks are toned.

**What's the most popular aesthetic treatment for mothers?**

Celliss is extremely popular as well as our Frame Glow & Lift which is a personalized protocol for hydrating and lifting the skin as mothers tend to feel their skin can be a little bit saggier after having a baby.

**What do you think it makes you different from your competitors?**

Our services are all fully personalized as we provide an in-depth skin analysis. We also work with the best Europe made machines and brands. Of course, Frame is a Swiss Made brand, so it provides our clients with a sense of outstanding quality and reliability.

**What are your future plans? Are you planning to expand to other countries?**

That definitely would be my dream of course and only time will tell!

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“ Helping people to feel better about themselves ”