

# How I got my job as... Founder of a top global aesthetics clinic

by OLIVIA MORRIS

24 HOURS AGO



Welcome to the *Emirates Woman* weekly series 'How I got my job as...' where we speak to some incredible entrepreneurs and businesswomen both based in the UAE and globally to find out about their career paths that led them to where they are now; what their daily routines look like; the advice they'd give to those starting out; and the hurdles they've had to overcome.

This week we chat with Sarah Battikha, founder of a brand new dermatology clinic in Dubai – Frame by Sarah Battikha. Aiming to bring about a “new idea of wellbeing”, the first Frame clinic opened its doors back in 2017 in Geneva, Switzerland, aiming to bring brand new treatments to its clients. Five years on, Battikha has now decided to put down roots in Dubai bringing the Frame brand to the UAE. While she admits it's been a “challenge” to take the aesthetics brand overseas, she hopes to bring a new concept of beauty to the emirate.

Frame by Sarah Battikha  
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122640 Dubai

## What was your favourite subject at school?

My favourite subject at school was literature. I love books.

## What was your first job?

I was working in PR at Christian Dior in London.

## What inspired you to enter the aesthetics, beauty and wellness space?

As a consumer, I always felt that this was a very much money-oriented industry with rarely any personalization.

## Talk us through the concept of Frame.

To talk you through the concept of Frame, I first need to tell you the meaning of it. “Frame” is a synonym for “Body envelope”, because I want people to be fully taken care of when entering one of our clinics. My long-term vision is to provide a fully personalized experience which starts at the time of the booking and hopefully never ends.

## What's it been like opening your first clinic in Dubai and why here?

So far, it's been the most challenging adventure as I had to monitor from Switzerland considering I was going through my first pregnancy. But I genuinely believe that Frame is bringing a new idea of “beauty” to Dubai. I choose Dubai because I felt that both women and men consider taking care of themselves a priority.

## What are the key elements of your role?

I am not simply an investor as I monitor all aspects of the business. Frame is my first baby and long-term vision, I only hope to continue expanding.

## Talk us through your daily routine.

Now that I have a baby my time is limited but I always make sure to complete my skincare routine first thing which consists of my favourite products from Skinceuticals and Augustinus Bader. I start with a gentle milky cleanser from Skinceuticals followed by toner and serums from Skinceuticals and moisturizer from Augustinus Bader and of course I never forget my SPF.

## What advice do you have for anyone looking to follow in the same footsteps?

Trust your instincts and make sure you have a healthy and a strong support system around you. Many people will try to take you down but as long as you are genuine in your intentions the rest will follow.

## What is the best piece of advice you ever received?

My dad once said to me, “Do good and throw it in the sea.” So, no matter the challenges I always live through his words.

## And what is the worst?

That I had to choose between being a mum and a businesswoman.

## What has been the biggest challenge you had to overcome?

In my opinion, the most difficult thing while running a business is the people. As a business owner, you have to always be on top of your game even though things are not going the way you want them to.

## What are the future plans for your brand?

To continue expanding my brand.



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