We speak with Sarah Battikha, the creator of Frame by Sarah Battikha, the newest addition to the dermatology scene in Dubai. The first Frame clinic, in Geneva, Switzerland, opened its doors in 2017 with the aim of introducing a "new idea of wellbeing" to its patients. Sarah enters the UAE market with a vision of transforming the concept of beauty from inside out.

What is Frame? Why this particular name?

Frame is a beauty and dermatology clinic which opened in 2021. It is the third branch after two successful openings in Geneva, Switzerland. I chose this name because I wanted something different and it's a synonym of "body". I wanted people to understand that when entering our clinics, they feel fully taken care of from the outside to the inside as we ensure people feel safe in our spaces.

How do you combine the concept of Aesthetics, Beauty, and Wellness at Frame?

With our top notch service using the best machines from Europe to ensure quality and results.

What are the treatments available at Frame Dubai?

We offer laser hair removal, tattoo removal, Botox, fillers, HIFU, micro needling and of course our Frame facials which are unique and use our personalized protocols. The range of facials offered at Frame by Sarah Battikha can treat any skin concern and condition, leaving clients with satisfying results. Signature Frame facials use their own protocols and promise to clear, glow and lift the skin. Furthermore, Frame offers a selection of Augustinus Bader and Skinceuticals products as part of their retail offering. The clinic prides itself on offering solutions that not only improve the appearance but contribute to increasing physical and mental well-being too.

Can you tell us more about Celliss – the next generation anti-cellulite machine?

Celliss is a machine that I am proud to be the first clinic in Dubai to own. It is a slimming and anti cellulite machine which works on improving the skin's texture as well as reducing fat cells in order to loose overall centimeters. It is very much focused on the abdominal and legs area.

What makes Frame different from other Aesthetic centres?

I believe that our attention to detail, our unique protocols and our determination to ensure Swiss quality makes us different here in the region.

Do you see any pattern in terms of beauty requests? Especially in UAE? How does it differ from Geneva?

Definitely. In the UAE our clients are very much aware of the harm sun can do, whereas in Switzerland people are way more (too if you ask me) relaxed. Therefore there is an increased request for treatments to prevent and treat hyperpigmentation.

What is your approach to beauty and wellness in the long term, considering the massive influence of social media on youngsters today?

In the long term I believe in a gentle approach which is focused on prevention rather than fixing which in essence means that no one should wait to have an issue with their skin in order to take care of it.

In that sense I believe I have a more European approach and believe in the long term benefits of having monthly tailored facials.

How can we choose the right treatments and stay as natural as possible?

We provide an in-depth skin diagnosis which allow us to fully understand a persons needs and therefore will respect someone's need to use either a gentle approach, a quick fix or a mix of both.

Essentially, we also believe in a long term relationship with our clients and we always advise them the best possible way.

If you had one piece of advice to someone looking for an aesthetician, what would it be?

It is important that the person hired conveys your vision on a daily basis.

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