

## TENDANCE & LIFE STYLE INTERNATIONAL

### Heather Bird...

American-born, Heather Bird is fast becoming one of Europe's leading health and beauty visionaries, Founder of HB Health of Harley Street, which opened just over a year ago, the dynamic former model who can boast an MBA has recently expanded her business by opening a second clinic in Beauchamp Place in fashionable Knightsbridge. Both offer groundbreaking health, beauty and anti-ageing treatments hitherto unavailable in Europe.

With her attention turned towards further expansion on the continent, Heather Bird is currently working on organising the Monte Carlo Anti-Ageing Conference, which takes place on 6-8 September at the Monte Carlo Grand Hotel in the principality of Monaco. The conference, which is in its third year, attracts the world's foremost scientists, researchers, physicians and life-extension enthusiasts because of its cutting-edge lectures on the latest advances in the fast changing and exciting field of Anti-Ageing Medicine.

The keynote lectures this year will include announcing some highly significant medical discoveries to the world. The eminent Dr. Babizhayev will present a breakthrough non-surgical cure for senile cataract (using eye drops), while Dr. Michael Fossel's research into telomerase in Human life Extension Trials for progeria children and normal adults has helped to isolate the cause of ageing. The implications of telomerase extension also show a dramatic reduction in the effects of arthritis, heart disease and cancer.

Heather Bird and her team are organising a major press event on September 5 on a yacht in the Monte Carlo harbour to reveal these dramatic medical discoveries to the media. Heather's commitment to making the life-enhancing medical breakthroughs in anti-ageing medicine available to as many people as possible resulted from her own experiences of working in nursing homes, caring for the elderly suffering from age-related diseases like Parkinson's and Alzheimer's. Witnessing at first hand the dreadful effects that such degenerative illnesses can cause, she was moved to find out how she could help reduce the negative effects of age.

Over the years, Heather Bird has developed a great knowledge and understanding of anti-ageing medicines and treatments through extensive research and study with renowned doctors in the field. As a result, she has been inspired to establish the first anti-ageing clinics in the UK that offer a comprehensive range of innovative treatments and therapies that enable her clients to live high-quality, more active and enjoyable lives. She maintains that people can lead an enhanced quality of life by adopting new lifestyle management this involves taking supplements and effecting prevention of diseases through scans, treatments and medical advice.

As she says: "One of the benefits of anti-ageing treatment is the feeling of well being. You are what you feel, so working both internally and externally, leads to taking control of the ageing process. There are other advantages, too, like looking younger, having smoother skin, a stronger immune system and bones, better concentration and stress resistance, and, for some, an enhanced libido and improved sexual performance."

The HB Health Clinic of Harley Street, which incorporates the RejuvenAge Medical Clinic, specialises in revolutionary internal anti-ageing and preventative health, with a unique approach that is a real alternative to cosmetic surgery.

Capitalising on the most recent advances in medical science, the clinic's consultation service analyses and evaluates each individual's specific needs before recommending ways to approach their health.

After blood tests have been taken, the five pillars of health are addressed in a subsequent course of treatment: Hormonal balance, diet/nutrition, vitamin and mineral supplementation, exercise, and stress management are all included in the treatment programme. Furthermore, HB Harley Street boasts the UK's only Biological Age Scan, a sophisticated piece of equipment, that measures the twelve biometers of ageing, so that a patient's true biological age can be determined. Another pioneering device is the whole body scanner, which uses Electron Beam Tomography to help early detection of certain types of cancer, calcium buildup in coronary arteries and evaluation of bone density.

Comments Heather Bird: We prefer to take a holistic view of each patient's needs. Accordingly, we arrive at our treatment recommendations after examining the five key factors, focusing on health as the key to beauty. After all, it is difficult to look beautiful if you are plainly unhealthy or stressed out. The new HB Beauchamp Place Clinic offers an extensive range of Holistic Beauty Therapies to complement its sister medical clinic. In addition, qualified medical practitioners carry out a wide range of cosmetic enhancement treatments. These include skin treatments such as microdermabrasion, endermologie and glycolic skin peeling. External anti-ageing treatments such as Botox therapy, Collagen and Restylane wrinkle treatments and lip enhancements, are also given. Treatments are complemented by the exclusive own brand HB Health anti-ageing skincare products, which are prepared on an individual basis. "No two people are alike," Heather points out, "so none of our treatment packages will be identical".

Heather's thirst for knowledge led her from an American West coast university, where she obtained a BA in philosophy and international relations, to Switzerland, where she studied French, and New York, where she studied business administration, before gaining an MBA at the University of Southern Europe in Monte Carlo.

Monte-Carlo Anti-Ageing Conference



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Note: Appointments outside these times can be arranged by calling the desired clinic.



Actress Lesley Joseph & Liz Brewer

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enable her clients to live high-quality, more active and enjoyable lives. She maintains that people can lead an enhanced quality of life by adopting new lifestyle management this involves taking supplements and effecting prevention of diseases through scans, treatments and medical advice.

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BB presenter Tanya Beckwith





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HB Health's team & Doctors, Nurses & therapists

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## ...Health and Beauty visionary



Chris Weber, prominent businesswoman Julie Ross and Neil Hamilton



Ivana Trump Couture Furrier Denis Bass and Heather Bird

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Heather says: "The whole body treatment regime has already proved so successful in the US, that I hope by bringing the knowledge in Europe I will be able to help many men and women lead a better, quality, happier, healthier life."

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Prady Balan, Dame Shirley Bassey, Carlo Colombotti



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Heather Bird with Dame Shirley Bassey