



## **Press Release**

### **Equilibrium at Asian Institute of Medical Sciences –Pre launch ,Pool Party**

**Delhi /NCR, 2011:** Asian Institute of Medical Sciences , Faridabad's 1st super-speciality hospital today gave a sneak preview of Equilibrium , a unique, high –end ,first-of-a-Kind spa, gym, pool ,health club , & Plastic and cosmetic surgery centre situated within the hospital premises at a pre-launch pool party . **Asian Institute of Medical Sciences is the first hospital to have this facility . Equilibrium will start operations on 1st August 2011.** The term equilibrium means balance and harmony . That is exactly what is needed for a peaceful , healthy and wholesome existence . This is exactly what Equilibrium , a first –of-a-kind facility conceptualized by AIMS intends to do.

The crowning glory of this elite , swanky new spa and health club would be the Plastic and cosmetic surgery centre ,headed by leading plastic and cosmetic surgeon ,Dr.Ajaya Kashyap. Revolutionary and the most advanced cosmetic and plastic surgery procedures would now be conducted at AIMS.

**Equilibrium offers a range of services all under one roof – a fully equipped gym with all state-of –the-art equipments, dance & aerobics studio, yoga, spa, pool fully integrated with the super specialty centre for aesthetic medicine & surgery lead by Dr.Ajay Kashyap, (MD, FACS) equipped to undertake all types of cosmetic and aesthetic procedures such as VASER liposuction, abdominoplasty, hair replacement therapies, laser treatments among others.**

Undoubtedly the most elite and upmarket spa, wellness and lifestyle destination ,Equilibrium threw open it's doors for the creme -de-la-creme of South Delhi and Faridabad at a pre launch pool party on Sunday afternoon . Spotted at the event were members of the glitterati , which included models, industrialists and leading lights from the medical fraternity. Prominent among them **were Dr.NK**

**Pandey, Chairman & MD, & Chief surgeon, Asian Institute of Medical Sciences** , Dr.Ajaya Kashyap, Director, Cosmetic & Plastic Surgery, e of Medical Sciences (AIMS ), Mr. Anupam Pandey, Director ,Purchase & Administration, AIMS, Mr.Prashant Pandey,Director ,Medical Services, AIMS, Mrs. Padma Pandey , Ms.Neha Pandey, Director ,International Business Development , & Mr.P.K Agarwal ,Police Commissioner of Faridabad among others.

**Speaking during the pre-launch party, said, Dr.NK Pandey, Chairman & MD, Asian Institute of Medical Sciences ,Chief Surgeon & Dr.B.C Roy, National award winner, “ Equilibrium the brainchild of Asian Institute of Medical Sciences is set to redefine health ,beauty and fitness concepts to give the people of South Delhi and Faridabad a life- altering experience. I am indeed happy to announce that Asian Institute of Medical Sciences is the only hospital bringing a world class spa ,gym , health club, pool facilities and cosmetic and plastic surgery centre replete with all treatments and surgeries - under one roof. I welcome Dr.Ajaya Kashyap, on board to head the plastic and cosmetic surgery centre ,which will be our tenth super-speciality .The most advanced and revolutionary cosmetic procedures and plastic surgeries will now be conducted in AIMS.”**

**Talking about the state-of-the-art facility said Mr.Anupam Pandey, Director Administration and Purchase ,Asian Institute of Medical Sciences said, the concept of ‘Equilibrium’ is our endeavour in providing a one-stop holistic wellness facility with all possible treatments , for skin, weight management , cosmetic procedures. it’s one of a kind set-up in Delhi & NCR.**

**“Talking about the surge in demand for cosmetic and plastic surgeries said Dr.Ajaya Kashyap, Director ,Cosmetic and Plastic surgery centre , Asian Institute of Medical Sciences, “With economic growth and the opening up of the economy , India has become a very cosmopolitan and image –conscious country. With more and more exposure to latest International trends in skin treatments , cosmetic and plastic surgeries through various platforms , the discerning Indian too wants a slice of that pie. They too want to have a good self and body image. We generally have requests pouring in for abdominoplasty for men , in order to contour the abdomen area, hair transplants for irreversible hair loss , rhinoplasty for correcting gross deformities of the nose , re-defining the nose bridge and deviated**

septums. Also women want wrinkle –free skin and better appearance and texture of the skin and facelifts and botox treatments.”

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Thanks & regards,

Gaurika Kapoor

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