

*Control yourself! Or at least your wrinkles, with synthetic snake venom and a (half) smile*



# SNAKESKIN SECRETS

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I hate needles and am terrified of snakes. So for me, Botox and the more recent craze for snake venom treatments, are scarier than permanent cellulite covering the whole of my body. Am I destined for wrinkles so deep I can store my credit cards in them? How else can phobics like me get a fix of essential muscle paralysis? The answer lies with Shenaz Shariff, director of Harley Street's Face and Body Clinic: Defy Time. Not only a credo, this is an incredible innovation in skin care that uses 'Syn-ake' which mimics the effect of a python's venom in effectively blocking the neurotransmitters to relax facial muscle contractions and soften the lines of expression. Smooth as a baby's bottom, and not a hint of cellulite.

#### **Shenaz... Can we defy time?**

Although aging is a natural process and imminent, it can be kept at bay with the right lifestyle: a healthy diet, exercise, relevant treatments and products like Defy Time.

#### **Where did the idea for this product initially come from, and how did you first find the 'Syn-ake' element?**

We'd been looking for something with a breakthrough nature. Then we heard about 'Syn-ake'. It's an active compound that mimics the effect of Wagerlin 1 – a peptide found in the venom of the Temple Viper. We went into more detail with Pentapharm, the Swiss creators of Syn-ake, and chemists to work out the right formula for Defy Time.

#### **Before opening your own clinic, you worked at The Hale Clinic. Did your experiences there contribute to your own product plans?**

The Hale Clinic had the best of people working there. Observing, listening and learning all helped to broaden my own conceptions, which eventually led to my launching Defy Time.

#### **To what extent can science exert control over nature?**

To a very large extent. With 'Syn-ake', they have literally taken nature, researched it's properties and mimicked the exact technology, and ensured that it is effective and appropriate for cosmetic applications.

#### **The other ingredients are harvested from nature as well – how did you come to conceive this dichotomy of nature and science?**

The ethos of my clinic is to be non-invasive, and as natural as possible - the product doesn't contain parabens and natural ingredients are added for their moisturising properties. However, an anti-ageing product can't be completely natural. We live in a world where technology is at its most sophisticated, so everybody wants skincare to be state of the art.

#### **Do you think Botox will endure as an anti-ageing treatment?**

I think effective anti-ageing products are seen as a safer and affordable alternative to Botox. It will have its place in the future, but there's just not enough research into its long-term effects to establish how safe it is, so I do think invasive procedures will probably see a decline.

#### **Would you ever have cosmetic surgery yourself?**

As they say, 'never say never'. However it would have to be as a VERY LAST resort, as personally I don't favour any invasive procedures.

#### **What other products would you personally supplement your regime with?**

I've worked with and tried a variety of products, but my favourites are the Oxypeel Foaming Milk and the Ionic Eye Care system. The Foaming Milk is a great cleanser and exfoliator that can be used daily. The Ionic eye gel is very soothing and works wonders for my dark circles.

#### **What treatments at the Face and Body Clinic would you recommend for someone who uses Defy Time?**

Light Refinement Treatment (which is exclusive to us) is a brilliant treatment for stimulating collagen and elastin production of the skin.

#### **What new products are in the pipeline?**

We are looking into a men's preparation that contains 'Syn-ake' and Pentavitin, which has excellent moisturizing properties. It's good to know that not everyone has to look only to invasive ways to keep their skin looking young, fresh, and as line free as possible. More and more technology is helping the beauty industry find new and innovative, non-invasive ways to achieve what we all thought was impossible - to tap into the fountain of youth. ■

Defy Time is available from The Face and Body Clinic (0207 436 3936) and [www.thefaceandbodyclinic.co.uk](http://www.thefaceandbodyclinic.co.uk)