

Launched in Sri-Lanka

January 2010

PharmaClinix, a skin care range specially designed for Asian skin, made its debut in Sri Lanka through Hemas Pharmaceuticals, a fully owned subsidiary of the Hemas Group.

The PharmaClinix range consists of 19 products and includes Lightenex, effective in lightening dark patches, Scar Repairex, a scar reducing cream and Wrinklex, an anti-ageing polypeptide cream.

Established by pharmacist Sashi Gossain, the products have been clinically tested and produced in the European Union.

Event/media coordination: Glenda Parthipan, Emphasis





Daily Mirror – 5.4.2010

Stars at Hemas Skincare launch

Monday, 05 April 2010 00:00

The revolutionary skincare products in the PharmaClinix range, specially designed for Asian skin was recently launched in Sri Lanka through Hemas Pharmaceuticals, a fully owned subsidiary of the Hemas Group.

Several film artistes and celebrities also took part in the event that promoted the range that are scientifically developed to solve problems that people of Asian origin face.

PharmaClinix has seen success in over 10,000 pharmacies in over 16 countries, including, UK and Europe, providing customers with the highest quality products and ingredients to give them flawless, smooth complexions, a spokesperson said. Asian skin is known for its rich and creamy tones, however maintaining a beautiful colour and even surface can be difficult, especially when there is a constant battle against the harmful effects of the sun and harsh weather. This means that Asian skin often demands special attention as it is prone to dark patches on the face and body. The most popular product by PharmaClinix, Lightenex, has proved to be very effective in lightening these dark patches and helping you achieve an even, glowing skin tone. Other products have seen equal success, such as the miraculous scar reducing cream, Scar Repairex and the latest anti-ageing polypeptide cream Wrinklex.

PharmaClinix was set up by award winning pharmacist, Shashi Gossain who is also a Member of the Royal Pharmaceutical Society Britain, a Member of the Society of Cosmetic Scientists and Director of PharmaClinix Health and Beauty clinic in London. Her 28 years of extensive and detailed research into health and beauty have resulted in this innovative and exclusive range of products which are clinically tested, licensed and produced in the European Union. The scientific development of her products and natural ingredients means that customers can achieve the best results without doing any damage to their skin, as other skin lightening treatments may do. 'The extreme and harsh weather conditions in the Asian region make the use of specialised personal care products essential.' Shashi Gossain said, 'our region specific formulation and the growing focus towards health and beauty in Sri Lanka over recent years has assured us that we are in the right place at the right time.'

The PharmaClinix range consists of nineteen products, all of which are specifically designed to create solutions to problems such as acne scarring, stretch marks, under eye circles, wrinkles and hyperpigmentation amongst other things, leaving you with a radiant and smooth skin tone.



Dinashi, Sheshadri and Shanudri



PharmaClinix comes to town

PREMIERE skincare range PharmaClinix UK was launched on Tuesday in Sri Lanka through Hemas Pharmaceuticals. The revolutionary skincare products in the PharmaClinix range are specially designed for Asian skin and are scientifically developed to solve the particular problems that people of Asian origin face. The grand launch was held at the Cinnamon Lakeside Hotel and was attended by well-known personalities, including several cricketers and film stars. The scintillating event also featured performances by songbird Natasha Ratnayake and a dance troupe
- Pix by Daminda Harsha Perera



Kishu Gomes, Yashodha and Glenda



Brian Kerkoven



Lou Ching Wong (right)



PharmaClinix UK's founder Shashi Gossain and husband



Harshani Nadeshani



Hemas Pharmaceuticals MD Sanjeeva Samaranyake



Hemas Holdings CEO Hussain Eusuffally



Hussein and Rosy



Hemas Pharmaceuticals Head of Sales Romero Linden (left)



Ruchira de Silva



Avishka Gunawardana



Lucky Dias



Hemini and Sanyu



Shashi Gossain and Sanjeeva Samaranyake



Nayana, Amila and Gayathri



Lahiru and Muditha



Nirosha and Kumar



Dulani Anuradha

IKVIA

The Sunday Times, 4th April 2010

Premiere Skincare from Pharma Clinix UK now in Sri Lanka

By Gayani Perera

PharmaClinix, the UK's premiere skin care range for Asian skin is now making its debut in Sri Lanka through Hemas Pharmaceuticals! The revolutionary skincare products in the PharmaClinix range are specially designed for Asian skin and are scientifically developed to solve the particular problems that people of Asian origin face. PharmaClinix has seen success in over 10,000 pharmacies in over 16 countries, including, UK and Europe, providing customers with the highest quality products and ingredients to give them flawless, smooth complexions.



Romero Linden, Head of Sales of Hemas Pharmaceuticals and Sashi Gossain, Founder and Managing Director of PharmaClinix Limited, UK

Asian skin is known for its rich and creamy tones, however maintaining a beautiful colour and even surface can be difficult, especially when there is a constant battle against the harmful effects of the sun and harsh weather. This means that Asian skin often demands special attention as it is prone to dark patches on the face and body. The most popular product by PharmaClinix, Lightenex, has proved to be very effective in lightening these dark patches and helping you achieve an even, glowing skin tone. Other products have seen equal success, such as the miraculous scar reducing cream, Scar Repairex and the latest anti-ageing polypeptide cream Wrinklelex.

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in London. Her 28 years of extensive and detailed research into health and beauty have resulted in this innovative and exclusive range of products which are Clinically Tested, Licensed and Produced in the European Union. The scientific development of her products and natural ingredients means that customers can achieve the best results without doing any damage to their skin, as other skin lightening treatments may do. 'The extreme and harsh weather conditions in the Asian region make the use of specialised personal care products essential.' Shashi Gossain said, 'Our region specific formulation and the growing focus towards health and beauty in Sri Lanka over recent years has assured us that we are in the right place at the right time.'

The PharmaClinix range consists of nineteen products, all of which are specifically designed to create solutions to problems such as acne scarring, stretch marks, under eye circles, wrinkles and hyperpigmentation amongst other things, leaving you with a radiant and smooth skin tone.

PharmaClinix was recently launched in Sri Lanka through Hemas Pharmaceuticals, a fully owned subsidiary of the Hemas group which is one of Sri Lanka's top diversified conglomerates committed to passionately delivering outstanding products and services thus enriching the lives of its customers.

The launch of PharmaClinix through Hemas Pharmaceuticals marks the coming together of two great organisations to give consumers an innovative range of products that promise to enhance one's natural beauty naturally" said Sanjeeva Samaranyake, the Managing Director of Hemas Pharmaceuticals. Adding further he said "Hemas has built an unparalleled image and reputation over a rich history of over 60 years and we believe in only partnering with reputed Principal organisations whose interests and image closely match with our own. In short, we believe in working only with the best! Hence we believe that PharmaClinix, being a scientifically developed and extensively tested range of products in the EU, will effectively add significant value to the lives of our customers".

To find out more about the PharmaClinix range, visit www.pharmaclinix.com.

Daily News

Sri Lanka's National Newspaper Since 1918
Thursday, 22 April 2010

MAGAZINE

SHASHI GOSSAIN'S FORMULA FOR YOUNGER LOOKING SKIN :

Natural cures for ageing worries

Ruwini JAYAWARDANA

Radiant, healthy, acne-free skin is the dream of every man and woman. According to research, Asian and Arabic skin is more prone to naturally deteriorate in quality as time passes by. The question is whether anything could be done about it.

The simple answer is 'yes', says Shashi Gossain, member of the Royal Pharmaceutical Society of Great Britain, the society of Cosmetic Scientists and the founder of 'One Stop Health and Beauty Clinic' PharmaClinix in the UK.

With more than 25 years in the Pharmaceutical, skincare and beauty business Gossain spearheads PharmaClinix projects which are aimed at enhancing your inner beauty and taking years off your face.

"As a teenager I worked in skin care. My husband, Dr. Jag Gossain, is a dermatologist and I developed an interest in the subject. I even did research at the university and did experiments before coming up with natural balms and creams," explained the UK-based cosmetic scientist who had dedicated five years to developing a range of skincare products under the Pharmaclinix brand.

She had decided to limit the products to her clinic but word spread around and her brainchild literally got under the skin of many people striving to look their best.



Shashi Gossain. Picture by Sumanachandra Ariyawansa

"What began on a small scale grew into a massive project. We export the products to over 16 countries. The royal family of Saudi Arabia is one of our main customers," she noted.

According to Gossain the secret of beautiful skin begins with a good home skin care routine.



The book authored by Gossain

Drink plenty of water, cut out oily food and follow a balanced diet - that is her mantra for a healthy skin.

They have a range of products specifically designed for the hyper pigmentation of Asian and Arabic skin. Some of them were launched in Sri Lanka recently in association with Hemas Pharmaceuticals. Though Gossain was born in Kenya and educated in the UK she is proud of her Delhi origins. She had penned several books including the bestseller 'The Ultimate Anti-Aging Handbook' which has sold over 10,000 copies.

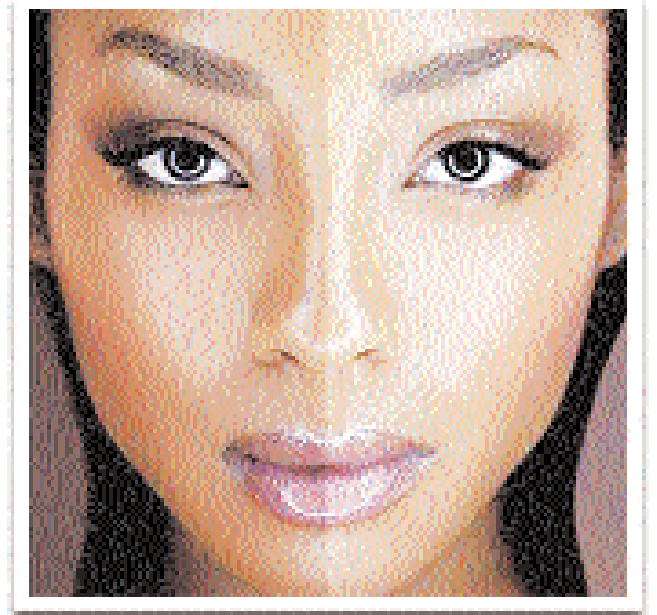
She regularly writes columns on the subject for health and beauty magazines. Gossain even became the first Indian woman to open a specialised Mercedes Benz garage in 2004 called 'MerCsOnly', in reaction to the high prices that she was paying Mercedes dealerships to service her car.

She had won many accolades and among them the Enterprise Award for her visionary new approach to the pharmaceutical industry in the Pharmacy Business Awards in 2005 stands out.

"My goal is to work shoulder to shoulder with the largest companies of the world and continue to win the confidence of our customers. Feedback is important to upgrade your products as well as for encouragement," she said, revealing PharmaClinix's vision for the future.



Birthday girl, Faye (left), welcoming the guests



Surprise, surprise!

Sri Lankan-born Faye Jansz, who is an excellent cake maker for many functions in Melbourne, was treated to a surprise 60th birthday celebration. And she certainly looked bewildered when she arrived for, what was thought to be an engagement party for her niece, at Keysborough in Melbourne.

usual graceful elegance that did not betray at all the milestone that was being celebrated.

It turned out to be a great night, with all Faye's family, friends and relatives mingling to make the occasion a memorable one.

The orchestrators of Faye's surprise was daughter, Karen, and her husband, Dharshan, sister Anne, brothers, George and Ralph, and, of



Andrew, whose choice of music was excellent. Faye Jansz and her family have been in Australia for nearly 25 years.

She works for the Australian Taxation department and is the proud grandmother of little Triyan.

Faye has many friends and relatives in Sri Lanka and, according to Faye, they are all eagerly looking forward to seeing her story in "Scene Around."

Well, congratulations, Faye, and we look forward to seeing you celebrate many more happy and memorable birthdays.



course, her husband, Cedric, who set up the behind-the-scenes groundwork for a happy celebration.

The night was made complete with a fine dinner, catered by Sandra Ball, with music expertly delivered by DJ and solo artiste,

Brighter look for darker skins

We, in this part of the world, are more dark skin than fair. And that means, we have got to be a little more careful when it comes to makeup.

So if you have dark skin, then you should try this makeup for a better look.

• Foundation and face powder should be tan in colour. Sun bronze and peach may be tried. These shades will definitely suit darker skins.

• Do not apply too much powder. Also, be sure to blend your makeup so there are no obvious lines.

• You'll look best in forest green, medium purple, deep plum, medium blue, slate blue or gunmetal gray shades of eye shadow. Choose only one shade to use at a time and

apply it all over - from lash-line to brows.

• Dark, thick eyeliner will make you look overdone and will ruin the rest of your makeup. Avoid doing it dark and thick.

• Apply one coat of brown/black or black mascara.

• You shine in sheer lip glosses in shades of light brown, bronze, or raisin red. The shades should not be too dark or too light. Medium dull shades would look best.

• Peachiest colour blushers work best on dark and dusky complexion. Your blusher should not be too pinkish.

Give this a try, and check yourself in the mirror. You would certainly be surprised with the results!



THOMAS GOLD LIVE IN SRI LANKA - Break the Silence!

Yes, this is your chance to see an internationally-famous DJ/Producer in action, in a very rare, intimate surrounding.

Thomas Gold will be featured at the Beach House, Mount Lavinia, on Saturday, April 3rd, 2010, from 8:00 pm onwards.

In addition to Thomas Gold, who is from Germany, the night will also highlight the sounds of

DJs Van Luup, Shiyam and Yazz.

They say it will be a night packed

with mind-blowing sounds and lights!

After Dark



Articles and photographs should be sent to: jetliner02@yahoo.com
Tel: 0777353920

HOTSPOT

Raw deal for contestants



Contestants always end up dejected and disappointed whenever she is involved in putting together an event.

Whatever she does, it's solely for her gains, and the participants are all given a very raw deal.

Just recently, he quit her scene in disgust, accusing her of being dishonest. He was keen to display his macho looks, and gain recognition overseas as well, and so decided to participate

However, from the moment he entered, he noticed that all the contestants had to do their own thing, and she was only there to make them pay. And they had to dole out for every single item connected with the contest.

The Glam Scene



Piyumi

Pic by Dimuthu Premarathne

BEAUTY the natural way

PharmaClinix, UK's premiere skin care range for Asians, was recently launched in Sri Lanka, through Hemas Pharmaceuticals.

The range consists of 19 products, all of which are specifically designed to create solutions to problems, such as acne scarring, stretch marks, under eye circles, wrinkles and hyper pigmentation amongst other things.

Sanjeeva Samaranayake, the Managing Director of Hemas Pharmaceuticals, speaking at the event, said: "The launch of PharmaClinix, through Hemas Pharmaceuticals, marks the coming together of two great organisations to give consumers an innovative range of products that promise to enhance one's natural beauty in a natural

way."

He also went on to say that Hemas has built an unparalleled image and reputation over a rich history of over 60 years and that they believe in only partnering with reputed principal organisations whose interests and image closely match with their own.

"In short, we believe in working only with the best! Hence we believe that PharmaClinix, being a scientifically developed and extensively tested range of products in the EU, will effectively add significant value to the lives of our customers," he said.

The event was graced by many popular personalities.



Romera Linden, Head of Sales, Hemas Pharmaceutical



Models at the event



Rosie Senanayake

Yashodha Wimaladharma

Glenda Parthipan



Angela Seneyirathe, Kamini Mukunthan and Manik Kulakulasooriya