

INTRODUCING GENIALE' – THE WHOLISTIC APPROACH TO BEAUTY



Many of Australia's best-known faces were seen at the launch of a uniquely holistic approach to beauty care on Tuesday night. Drawn from the worlds of entertainment, the arts, media and the society pages, the guests heard about a new approach to beauty, being introduced for the first time in Australia.

Three leading experts in their fields – cosmetic physician, Dr Mike Shenouda, 2018 National Hairdresser Award winner hairdresser John Azzi, and Sarah DiLorenzo, celebrity TV and "Talking Lifestyle" resident nutritionist were introduced as three key members of the expert line-up of image consultants delivering co-ordinated specialist services through the newly-opened 'Géniale' establishment.

Located in Sydney's harbourside suburb of Drummoyne, this elegantly fitted, three-story 'total beauty care' building will house 15 doctors; cosmetic surgeons, cosmetic physicians, dermatologists, gynecologists and experts from many other beauty-related areas of expertise. Their services will be provided through integrated programs tailored for the individual and coordinated by a personal manager.