

## Heather Bird Health and Beauty Visionary

American-born Heather Bird is fast becoming one of Europe's leading health and beauty visionaries. Since founding HB Health of Harley Street, which opened just over a year ago, she has recently expanded to the newly opened HB Beauchamp Place - both clinics providing a unique range of health, beauty and anti-ageing products and treatments.

Influenced by her own experiences of working in nursing homes, caring for the elderly suffering from age-related diseases like Parkinson's and Alzheimer's and witnessing at first hand the dreadful effects that such degenerative illnesses can cause, she was moved to find out how she can help reduce the negative effects of age. Her interest, study and research have resulted in her introducing to the UK innovative treatments and therapies to enable her clients to live high quality, more active and enjoyable lives.

Over the years, Heather has developed a great knowledge and understanding of anti-ageing medicines and treatments through extensive research and study with renowned doctors in this field. She maintains that people can lead an enhanced quality of life by adopting new lifestyle management (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 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 & mineral supplementation, exercise and stress management. 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 build-up 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 it's sister medical clinic.

HB Beauchamp Place uses the La Prairie Facial Range, and Elemis products for its holistic beauty treatments, and offers the extensive range of Elemis Treatments from traditional therapies such as aromatherapy facials, massage and Exotic body wraps, to the exclusive Aromastone Massage using Hot Basalt Volcanic stones to deeply relax and warm the muscles, creating a feeling of calm and wellbeing. The Fennel Cellulite and Colon Cleanse is the perfect accompaniment when following a detox package or trying to embark on a healthier lifestyle. Both of these treatments are only available within selected Elemis Lifestyle Centres within the United Kingdom. The clinic has recently introduced the La Prairie Facial range, which allows the therapists to offer results-orientated facial treatments, without having to compromise the luxury of a manual facial, providing the elusive combination of instant results and relaxation.

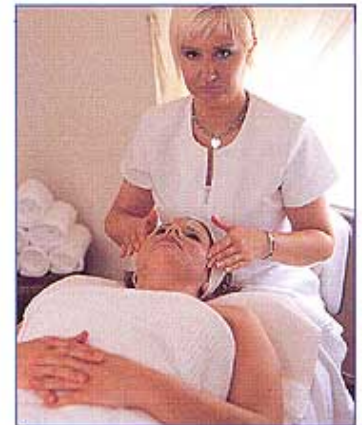
In addition, qualified medical practitioners carry out a wide range of cosmetic enhancement treatments. These include skin treatments such as microdermabrasion, endermologie and Glycolic Skin Peeling.

The clinic also specializes in external Anti-ageing treatments such as Botox Therapy, Collagen and Restylane wrinkle treatments and lip enhancements. This is complimented by the exclusive HB Health Anti-ageing skincare products, 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.



Health Entrepreneur  
Heather Bird



Japanese silk booster facial



Aromastone therapy

Although her own good looks helped her to lead a successful modelling career, her desire to help others slow down the ageing process eventually led to a role at the World Health Organization in Geneva, Switzerland. Today, she remains intent on bringing the best new medical breakthroughs that the world can offer to Britain, and with this in mind she is cosponsoring and co-organizing the AntiAgeing Medical Conference in Monte Carlo on 6th-8th of September, when announcements such as new eye drops to cure cataracts will be presented. Visit the web site [www.antiageing-conference.com](http://www.antiageing-conference.com) or telephone 0870 901 7878.

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

HB Beauchamp Place, 59 Beauchamp Place, London SW3, Tel: 020 7838 0765 Fax: 020 7838 0766 Opening Hours: Mon - Sat 9am - 6pm, Wed & Thurs till 9pm or by appointment

HB Health of Harley Street 112, Harley Street, London W1. Tel: 020 7323 1388 Fax: 020 7323 1387 Opening Hours: Mon - Friday, 9am 6pm, Evenings and Sat by Appointment

Health & Beauty

## Heather Bird -

### *Health and Beauty Visionary*

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Note: Appointments outside these times can be arranged by calling the desired clinic.  
[www.hb-healthOnline.com](http://www.hb-healthOnline.com)  
Email: [doctor@hb-healthOnline.com](mailto:doctor@hb-healthOnline.com)