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The secret to Hollywood beauty can found here in Hounslow

HOLLYWOOD stars have discovered the secret to amazingly soft, fresh skin – and it's made right here in Hounslow.

Sonic Medical Systems, run by medical engineer Ali Hussain, has enjoyed huge success since it launched eight years ago and the miracle products he has designed have become must-haves for celebrities and beauty addicts both here and in the US.

But despite his global success, exporting to 13 countries and stocking salons nationwide in the UK, Ali says he plans to stay put in Hounslow, the home of his business.

Ali said: "Sonic Medical Systems products are doing incredibly well in many countries and have had masses of success in LA, and they all come from this small company in Hounslow."

"There are not many companies in the UK who can say they have invented something and are exporting it worldwide."

In fact Ali is doing so well that the Hounslow Chamber of Commerce recently contacted him to say that his MP Mary Macleod would like to visit

and see how Sonic Medical Systems is putting Hounslow on the map.

The most famous of Sonic Medical Systems' products is the A-Lift, a kind of non-surgical facelift that uses nano-current technology to energise the skin's cellular system by improving protein transport between cells.

Ali explains: "Only the body knows how to repair itself so there's no magic going on here, it is just a boost to the skin cells that recharges them and gives great results, freshening the skin and making it look more youthful."

The A-Lift is available at Sonic Medical Systems' own salon in Hounslow, but is also used at other beauty clinics including The Only Way Is Essex star Amy Childs' Brentwood salon.

Its celebrity fans include A-listers such as Jennifer Aniston and Courtney Cox, who love the renewed glow it gives their skin.

Next year Ali will be launching a special hand-held version of the A-Lift that you can carry in your handbag and use to top up treatments at home. He is aiming to sell it for under £200 and already has interest from big name retailers.



■ ON THE MAP: The team at Sonic Medical Systems in Hounslow Business Park with managing director Ali Hussain (also right) holding the A-Lift device which energises the skin's cellular system

Photos by Andrew Gray WL20123668_7/8 www.buyaphotolms.co.uk

Ali, who has more than 20 years of experience in medical engineering, also invented Diamond Elite which uses diamonds in microdermabrasion to remove old skin and leave the face feeling baby soft.

He said: "Cells mimic other cells, so if Diamond Elite removes the damaged cells then the new ones will regrow to the generic, healthy model. In this way it can really help to reduce scarring."

This treatment has also won some famous fans, with many Hollywood

stars relying on Diamond Elite for a fresh-faced look before they go on set.

Ali is launching an exciting new product at the end of this year that will revolutionise IPL hair removal by using radio frequency. Traditionally, this form of hair removal is only effective on dark hair as the light reacts to the pigment in the hair, but under Ali's new treatment – even those with blonde, white or grey hair will be able to enjoy pain-free IPL with fantastic results.

The new treatment also uses the



world's largest laser area for IPL, meaning it could take just 30 minutes to treat both legs.

Sonic Medical Systems may be taking the beauty world by storm, but they are set on staying in Hounslow Business Park where they are a shining example of great British business.

■ You can book an appointment at Sonic Medical Systems beauty salon by calling 0208 577 2123.

For more information go to www.sonicmedical.co.uk.