

**Symmetria is particularly active in the field of health tourism. How is that so?**

By taking into account that patients have been visiting Symmetria from abroad for several years, we designed a comprehensive health tourism program, which provides high quality medical services, accommodation in selected hotels in Athens and very competitive prices, of course. We work with Divani Apollon Palace & Thalasso hotel, in one of the most beautiful locations in Athens, where one can undergo the #DivineYou detoxification wellness program. The program includes a special low-calorie menu depending on the needs of each guest, which is created by a team of nutritionists from our medical center in cooperation with the hotel's chef. Moreover, the spa offers popular beauty treatments, all of which bear the Symmetria signature.



**How is it that Symmetria became an active international brand?**

It seems that we established the recipe for success. As a world-class anti-aging institute offering a comprehensive range of services applied by the well-trained staff and prestigious physicians on board, coupled with its innovative luxury skincare collection, its countless international visitor possibilities (health tourism) and the international awards and press coverage received, meant that it was only a natural progression for the brand to spread its wings to other nations as well. Furthermore, Symmetria is also constantly on the look out for new potential partners and collaborations in the different health and tourism sectors available so as to merge its knowledge and expertise with resources that will further aid its international expansion.

**How did you choose to become active in the Middle East in specific?**

I have met several patients from the Middle East in the years that I worked in London, and all these years via Symmetria. Many of them



visit us regularly and the treatments we apply on them are particularly liked. On the other hand, we are always in search of new and attractive markets. The option of externalization is a worldwide trend. Globalization requires the redesigning of the company's strategy and a switch of interest in directions with more fertile soil. The cooperation proposal made to us by Dr Abdullah Syiam, founder of Beauty Care Center, gives us the opportunity to expand our service range offered and of course, to tap into new markets.

**Beauty is largely linked to a holistic lifestyle change. What do you recommend to your patients when it comes to adopting this lifestyle?**

We recommend the Pro-G-Diet, a holistic scientific diet method that can change your life. The philosophy behind this diet is that diseases that affect most people are not only related to their diet, but rather with their lifestyle. By taking into account all the scientific developments, both in the science of nutrition and exercise, and the science of psychology, we created a new lifestyle change model. The Pro-G-Diet combines nutrition of low Glycemic Index with adequate protein intake all while supplying the body with the necessary nutrients for optimal metabolic function. One of the main goals of

a nutritional intervention in the form of the Pro-G program, is the adequate intake of powerful antioxidants, such as lycopene, vitamins E, C and A, selenium, anthocyanins, curcumin, catechins and other polyphenols. Besides antioxidants, this way of eating will supply you with nutrients that contribute to the elimination of toxins such as heavy metals or air pollutants. As part of the Pro-G-Diet, you will be introduced to many traditional recipes from the Mediterranean cuisine - the healthiest cuisine in the world perhaps.

**You have also further developed an on line diet platform. Could you enlighten us on how it works?**

Seeing as modern people have limited time or are constantly traveling and unable to visit a nutritionist regularly, Symmetria, in collaboration with a team of doctors, nutritionists and beauty specialists, created the innovative on-line platform [www.dietisnotforme.com](http://www.dietisnotforme.com), which helps those interested in leading a more balanced lifestyle. The platform is based on the highly successful Pro-G-Diet program. Anyone interested may speak directly to a nutritionist via Skype. Then, the appointed nutritionist will implement a personal nutrition program with the scientific guidance of the Symmetria team.