



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.