

# Leading Ladies



**DR JAISHREE SHARAD COSMETIC DERMATOLOGIST, SKINFINITI PROFILE:** Her passion for her work goes unmatched. She has been trained in botox, fillers and mesotherapy from Melbourne, Paris and Hong Kong. She is a pioneer in Dermaroller and Dermalift radio frequency skin tightening in India. Dr Sharad also boasts of being the only Asian to be elected on the executive board of the European Society of Cosmetic and Aesthetic Dermatology (ESCAD). She is the youngest vice president of The Cosmetic Dermatology Society of India (CSI) and the Medical Director & Cosmetic Dermatologist, Skinfiniti Skin & Cosmetic Dermatology Clinic. She also has a several celebrity clients to her credit.

**THE JOURNEY:** I was born in a middle-class family; my father was an engineer and mother a house wife. I was the eldest of three siblings with a lot of responsibility on my shoulders. As a child, I was inclined towards the field of medicine. After completing my graduation, I developed a keen interest in cosmetic dermatology.

**DRIVING FACTOR:** My mother was my constant source of inspiration. If I could help someone and make a positive difference to his/her personality, it

would be the most satisfying achievement at the end of the day. After my post graduation in dermatology, my husband, a laparoscopic surgeon, motivated and helped me pursue a fellowship in cosmetic dermatology and laser surgery in Bangkok even with extreme financial constraints. I wanted to learn and practice new things everyday which I wouldn't be able to do if were in a regular job.

**BUILDING THE DREAM:** For about five years, I worked in four polyclinics and a hospital as a consultant cosmetic dermatologist. I would be on the run from 9 — 11 pm, six days a week. My skill and sincerity helped me build a good practice and with my husband's guidance, I saved money and took a loan for my first centre as well as my lasers.

**THE SWEET TASTE OF SUCCESS:** I have been in this field since 11 years. It took about three years for me to make a name for myself in my field. I had this quench to learn more all the time which I still do. I keep abreast with latest technologies by going for extensive training sessions and conferences to Europe, South East Asia and Australia. I prefer to be honest, genuine and sincere in my work than mislead people with unrealistic expectations. I don't just treat the skin but also believe in talking, counselling and treating the individual on the whole.

**OBSTACLES :** With science and technology growing everyday, with corporates taking over the cosmetic dermatology clinics, with the awareness and need to look beautiful ever increasing, everyday is a challenge for me. **THE FUTURE:** I want to keep growing with the same values that I have always imbibed. I want to reach out to every individual, make them aware of the beauty of a healthy skin and make them confident achievers in life.

**THE STRENGTH OF A WOMAN:** Being a woman has helped me in a lot of ways. I am probably more compassionate and understanding. I don't just listen to their problems related to skin and beauty. I try to hear them out completely and that's why my patients probably respond to my treatment with better results.

**MY WINNING ATTITUDE:** Ambition, confidence, commitment, innovations empathy and honesty.

**STRIKING THE BALANCE:** I lead a disciplined life. I try not bring my work home. I value my personal commitments as much as my professional commitments. I do not waste my time and energy on unimportant things.

**LEISURE SECRETS:** Singing, swimming and driving

**WORDS OF WISDOM:** Dream big and work hard to turn your dreams into reality. You should always be ready to take risks. There's no end to knowledge. Read, learn and keep yourself updated. Learn time management. Eat healthy, stay fit. Be sincere and honest in your work.