

StyleSpeak™



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REDEFINING BEAUTY

Catch the woman of substance, Nawaz Modi Singhania, talking about beauty, Body Craft and her journey in the industry.

Words | Preeti Karmakar Roychoudhury

She has mastered the trade and her years of study, research, knowledge and experience has given birth to Body Art Fitness Studio. She is passionate about her work... Meet **Nawaz Modi Singhania**, an identity in herself.

Coming from a fitness domain, what prompted you to explore this industry?

Twenty five years ago when I first started Body Art it was virtually barren land as far as fitness was concerned. I was creative, enjoyed movement and dance, had the space to start my own Fitness Centre, wanted to bring in so many types and forms of fitness into India, wanted to be my own boss and work on my own terms, and so on. So the pieces of the puzzle fell into place and in 1991 I went to America, got trained and certified by ACE (American Council of Exercise) and IDEA (International Dance Exercise Association), taught there, came back to India and founded Body Art. I initially started with an Aerobic Studio with one or two types of routines. Now we have about 25. Then I opened a gym. About 15 years ago I was the first to bring equipment - based Pilates Studios into India, and so on.

You have mastered in yoga and aerobics. How do they help in keeping one's skin healthy?

Any form of cardio activity increases blood circulation. With this, increased oxygen and nutrients are pumped into



the periphery (skin). This keeps the skin youthful, acne-free, white-head and black-head free and gives it a healthy glow. Incidentally, cardio activity also caters to healthy hair and nails.

What would you recommend for skin tightening and relieving stress?

While working out with us at Body Art, as members lose fat, inches and weight, focus then comes onto the skin. The skin of the face and body too has to be elastic enough to keep pace and retract adequately, or else it sags, droops and despite all the fat and inch loss, one can end up looking aged and awful. To ensure this does not happen, make sure that you moisturise well everyday, preferably straight after a shower when the skin is most likely to absorb moisture the most.

Other than this, if you see certain specific signs of facial ageing cropping up on your face such as laugh lines, crow's feet, forehead furrows, drooping eyelids, double chin or jowls, there are targeted Anti-Ageing Facial Fitness exercises that you can do which are very deeply and quickly effective.

Can facial fitness and exercises that your centre offers help one to avoid a double chin, wrinkles and other signs of ageing?

Yes, absolutely! Most of the facial muscles are not even used, and as one grows older (starting from 20) the

muscles slacken and begin sagging due to under use, the skin droops with them, forming pouches, bags under the eyes, dreadful wrinkles, a double chin, and jowls- all signs of ageing. Body Art's Facial Fitness technique can get your face really fit, and prevent this from happening. The key to the technique's success lies in the complex facial muscles. They differ from other muscles, because they are actually attached directly to the skin.

This method has the approval of dermatologists and plastic surgeons. The effect is profound and is realised in the first few sessions itself.



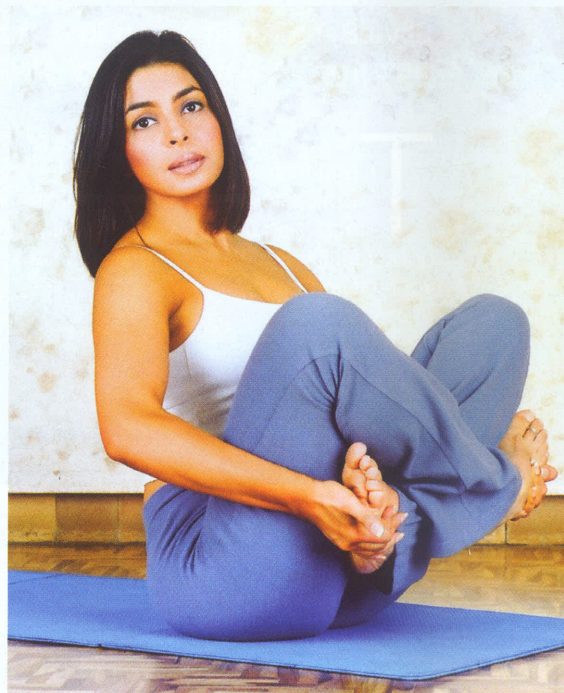
What do you see as a woman's biggest concern today regarding beauty?

It's a long drawn battle between weight

and ageing, I would say. At Body Art, we take care of both!

What does the future hold for you?

I hope to keep growing in various ways in my chosen fields. It's been a very exciting journey and there have been many fantastic developments which one can't always predict.



Name one of the most fulfilling things you have achieved (professionally)?

It's hard to pick just one. For instance, I'm one of the few Fitness Experts on the first Fitness TV Channel in India, Active Fitness, where I run an Anti-Ageing Fitness segment. This is currently being aired pan India and in many countries abroad. Last year I was the Indian Idol Junior Show Fitness Trainer for the participants.

What's next?

The latest is my new Anti-Gravity Studio at Body Art. State of the art, it is again a first in the country, and I just launched it a few days ago. Here each participant works out in a hammock. The benefits and results are profound. **SS**