

CHECK IT OUT

VLCC in Dhaka for global campaign against obesity

Vandana Luthra, founder of VLCC, is on a global campaign to spread awareness about obesity. Sedentary lifestyle, unhealthy food habits, lack of sleep, genetic factors and urbanisation have contributed significantly to the rise of obesity. For the last 28 years, VLCC has been campaigning against obesity and promoting holistic wellness.

Nearly one in five married women in Bangladesh is overweight and the occurrence is much higher in urban areas than rural ones. Obesity is also closely linked with diabetes and at present, one in every 11 people, or 8.3 percent of the adult population, is diabetic, putting Bangladesh at the fifth position in global ranking.

"Bangladesh is a top priority country for us. In recent years, Bangladesh has been on a robust growth path," Vandana Luthra says. "With a large middle-income group, the country represents a huge opportunity for beauty and wellness brands like VLCC to further expand its presence to reach a much larger customer base."

Building upon the launch of innovative services by VLCC last year, like DNA-Skin, this year the company has introduced CoolSculpting, a fat-freezing procedure. The procedure is FDA-cleared, non-surgical fat-reduction treatment that uses controlled cooling to eliminate 'stubborn' fat that resists all efforts through diet and exercise. In addition, CurveXpert 3D Power Shaper launched recently is a highly intensive and comprehensive body shaping therapy that breaks down fat deposits, drain toxins and firms the body.

For more information, please call visit www.vlccglobal.com or email shudeep.majumdar@vlccwellness.com

TIPS



Kitchen Shades

With a cuisine dominated by spices, imagine the hours and the money you would need to maintain the classic, all-white kitchen! And after all that hard work, chances are, there will still be a faint yellow curry stain after you have washed it for the umpteenth time that day! So, why not oomph up your kitchen with other colours to give this important space a vibrant look instead? From bright blue shades to deep earthy tones, the variety of choices available would surely not leave you disappointed.

Pick a theme with a few shades that go well together. Paint makers have a few templates ready for you, but there are plenty more on the Internet, specially on Pinterest for you to check out. Also, make sure your colour theme goes well with the kitchen furniture. With lacquered cabinets, opt for light shades to create a contrast and vice versa.

BLUE HUES FOR THE DREAMERS

For the sea lovers and the ultimate dreamers, what better way is there to bring the sea into your own homes than to paint your kitchen in shades of sky, cobalt and ocean blue? Light shades, perfect for the walls and the ceiling, also have a soothing effect and wards off a bit of that kitchen heat. If you have light coloured cabinets, you could also try

deep blue, but be sure to add a splash of white to prevent the blue from looking too overpowering.

EARTHY GREEN FOR THE NATURE LOVERS

Anyone with a love for mother nature should definitely pick green for their kitchen! Mint green ceilings, a combination of lime and light green walls, and patterned green, black and white tiles - this combo would not only make your kitchen look bright, but will also liven up the kitchen space. For those opting for a little more sophistication, the contemporary teal-mahogany combination has been a recent hot favourite, and gives an impression of a chic, classy kitchen.

BRIGHT, BOLD AND BRILLIANT

Contemporary kitchen designs have seen quite a revolution with bright shades. From a mixture of burnt orange and brown to bright red splashes, everything is in! Peaches and pink on the walls are a dream-come-true for those with a passion for the fruity berry look. Use a shade of grey as base to complement these bright hues, possibly for the ceiling or the floor. You could also opt for chrome yellow walls, once again using grey as base.

By Adiba Mahbub Proma

Photo: Collected



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