



BUSINESS

ON MY MIND

Look & Feel Sensational with Yoga Garments

Selamawit Asefaw is the founder and CEO of *Yoga Compression Garments UAE*...

She was born in Eritrea and traveled around the world and frequently to Dubai for eight years before moving here permanently. Having been introduced to the product, (which was developed 35 years ago by a plastic surgeon for burn victims), she opened her company nine years ago and has put all her efforts into promoting 'YOGA', here in the Middle East, Africa and Asia.

WHAT DOES YOUR PRODUCT DO EXACTLY?

YOGA STAGE ONE is a surgical compression garment that can make you appear one size slimmer but more importantly, adapts to the contours of your body, refining them to perfection. For example, if you have an hourglass body, like many women in the Middle East, you want definition at the waist, an uplifted bust line and contoured hips as well as a firm behind. However, it is not used for only aesthetic purposes.

HOW IS THAT?

Although the plastic surgeons here are super talented and do wonderful work, our garments and body shapers help the healing process, with our easy 'pull down' or 'pull up' method. They're an absolute necessity for one to two months, post-surgery and are essential for people with back pain, varicose veins, water retention and getting back into shape after giving birth.

POST PREGNANCY? HOW DID THAT COME ABOUT?

Well, when I was a little girl, I witnessed my grandmother, who had many children, wrap herself in a similar method once giving birth. This enabled her to get back to her original shape faster, helped her overcome back pain and reduce water retention during the pregnancy period.

ARE YOGA GARMENTS ONLY FOR WOMEN?

Many men, especially in the Middle East enjoy good food and rightfully so but after 35, their stomach seems to have a mind of its own. My products will flatten his stomach that everyone will believe there's a four pack under his shirt, maybe not a six pack, but a four pack for sure.



DO YOU HAVE ANY FAMOUS CLIENTS?

I am not naming any client but every woman appearing in a fashion/celebrity magazine has an enviable body. Believe me, she got 'extra support' by wearing the perfect undergarment.

WHAT GIVES YOU THE GREATEST SATISFACTION?

It may sound cliché but a happy client makes me happy. Nothing means more to me when a client tells me using my product has changed his/her life. You always feel better about yourself when you look better.

The people living in the Middle East appreciate the need for quality and beauty. Both are part of their culture and both an accessory to their lives.

WHAT DO YOU THINK IS YOUR BEST ADVERTISEMENT?

Word of mouth. A satisfied customer always brings another.. This allows our company to increase in sales annually but also to know we're making a product that deserves such recognition.

Many clients confessed they initially purchased an inferior product because it was cheaper but it didn't do the job, so they spent a little extra and bought ours. Cheaper is not always better. An added benefit is that our garments are so well made that with proper care you can enjoy them longer.

Biseha Trading L.L.C.

Al Khor Plaza Sh. No 2,
Al Garhoud, Dubai

Tel +971 4 2951935

Email biseha@emirates.net.ae

www.biseha.com

