

Socialite Ayurveda in Forbes 2021



MRS SABIYA RAHAMAN

Mrs Sabiya Rahaman, Founder & Proprietor, and Ms Aisha Shaikh, PR Head & Managing Member, Socialite Ayurveda: Natural Cures (Est 1991) have collectively spent over 3 decades in offering natural solutions to beauty problems;
Website: www.socialiteayurveda.com
IG: [instagram.com/socialiteayurveda](https://www.instagram.com/socialiteayurveda)
FB: [facebook.com/socialiteayurveda](https://www.facebook.com/socialiteayurveda)



MRS SABIYA RAHAMAN & MS AISHA SHAIKH

Sharing the Gift of Ayurveda

The mother-daughter duo—Sabiya Rahaman and Aisha Shaikh—is truly an embodiment of women empowerment. While Mrs Sabiya began her entrepreneurial journey in 1991, her daughter Ms Aisha joined her in her journey after completing her MSc degree two years back. Recalling her early days in the industry of natural cures, Mrs Sabiya said, "I started young in every aspect of life. Coming from an affluent and renowned family in Kolkata, I was ambitious as a teenager. I started small but the business soon became a sensation PAN India. I was married young but I have always prioritised education and thus, I gained a lot of expertise in my field before and after Socialite Ayurveda : Natural Cures was established."

Mrs Sabiya believes that she has received her valuable life lessons from her pillar of strength and idol, her mother, Late Mrs Shahani Rahman. A voracious reader herself, Mrs Sabiya has written several columns and articles for newspapers and magazines like Asian Age, Manorama, etc. Her work has been recognised and covered in the likes of The Telegraph, Statesman, Hindustan Times, Shananda, Femina, Times of India, and Cosmopolitan, Zee Business, etc. Mrs Sabiya has appeared in several TV shows as well.

ABOUT SOCIALITE AYURVEDA: NATURAL CURES

The centre offers solutions to all sorts of problems related to beauty. Additionally, they also offer treatments for weight gain/loss, increasing height, and skin problems such as wrinkles, scars, acne, pigmentation, tanning, dark circles, skin-aging, stretch marks, facial hair, and B-line (without surgery). However, the spectrum of solutions provided does not end here. They also treat issues related to hair fall, greying, hair growth, split-ends, and damaged hair.

Their wide range of products—body reducing lotion, bridal ubtan, luscious pink lip gel, anti-dark circle/wrinkles eye gel, b-line enhancement cream, stretchmarks oil, body polishing scrub, skin correction packs, young forever, anti-aging elixir, glow shine oil, scalp vitalizers & hair packs, and body tightening salt, etc—is highly-trusted and loved by the consumers across the globe.

The USP of the brand is that they understand their niche clientele—comprising of high-profile models, actresses, businesswomen, cabin crew members, doctors, tv personalities, etc—and thus, all the products are tailor-made to meet individual needs. The products are prepared with precision in small batches from naturally obtained herbs. The emphasis remains on products being completely safe, natural, and devoid of chemicals, perfumes, preservatives, parabens, and sulphates. The treatment methods are based on the art of acupressure, sujok, and natural therapies.

AWARDS AND RECOGNITION

Mrs Sabiya Rahaman

- ▶ Felicitated with the Health Excellence Award for her Achievements in the Field of Alternative Medicines, 2001
- ▶ Gold Medal Awardee for Outstanding Contribution in the Field of Health & Medical Services in Kolkata, 2002
- ▶ Conferred with 'Best Sujok Therapy Practitioner in Kolkata' by India Healthcare Awards, 2018
- ▶ Received Indian Achievers Award for Best Natural Therapies & Treatments for Health & Beauty Care in West Bengal, 2019
- ▶ Honoured with the title 'The Naaz of Calcutta' by The Telegraph

Mrs Sabiya Rahaman & Ms Aisha Shaikh

- ▶ Received Asia's Healthcare Excellence Awards for Best Natural Therapies in Beauty & Healthcare in Eastern India, 2019

Socialite Ayurveda: Natural Cures has been featured in **Forbes** magazine.

She has been acknowledged with several awards and has written columns for several newspapers/ magazines like Asian age / Manorama etc. Many renowned national & regional newspapers have covered articles on Socialite like The Telegraph, Statesman, Asian Age, Hindustan Times, Shananda, Femina, Times of India, Cosmopolitan, etc. She has appeared in several television shows & also was titled "**The Naaz of Calcutta**" by **Telegraph**. She has recently been featured in Zee Business.

Socialite Ayurveda is a plush clinic located in a prime location in Kolkata. Her clients include models, actresses, celebrities, and top profile niche clientele.

The clinic offers treatments for figure, weight, height, skin, hair, bust and health-related issues.

Their products are of superior quality and the clinic has a strong client base.

Mrs Sabiya Rahaman has been honoured with the Health Excellence award in 2001 for her achievements in the field of Alternative Medicines.

Awarded Gold Medal for outstanding contribution in the field of health & medical services in Kolkata in 2002.

Mrs Sabiya has been awarded as the "Best Sujok Therapy Practitioner in Kolkata" by Better India Healthcare Awards 2018. Eminent jury & delegates include Padma Shri Dr Jitendra Kumar Singh, Padma Bhushan + Padma Shree + Dr B C Roy Award winner - Dr Anil Kohli, Shri. Vasant Kumar. Advisor, Micro, Small & Medium Enterprises (MSME), Govt. Of India and Nayan Mongia, former Indian cricketer. Location - The Park New Delhi Connaught Place October 2018

Mrs Sabiya received the Indian Achievers Award for "Best Natural Therapies & Treatments for Health & Beauty care in West Bengal" in 2019 felicitated by Dia Mirza in Bangalore

Mrs Sabiya Rahaman & Ms **Aisha Shaikh** received "Asia's Healthcare Excellence Awards 2019" from Bollywood Film Actress Karisma Kapoor for "Best Natural Therapies in Beauty & Healthcare in Eastern India " in New Delhi.

Socialite Ayurveda offers solutions for all beauty related issues. Socialite Ayurveda treats clients having weight loss/weight gain problems, height increase, and all skin problems like wrinkles, scars, acne, pigmentation, tan, dark circles, anti-ageing, stretch marks, and facial hair. Hair fall, greying, hair length, dandruff, split ends, hair growth, damaged hair.

They also have treatments for B-line without surgery. Their most loved products are Body Reducing Lotion, Bridal Ubtan, Luscious Pink Lip Gel, Anti Dark Circle/Wrinkles Eye Gel, B Line Enhancement Cream, Stretch Marks Oil, Body Polishing Scrub, Skin Correction Packs, Young Forever, Anti Ageing Elixir, Glow Shine Oil, variety of Scalp Vitalizers & Hair Packs, Body Tightening Salt & many more.

All their products are handmade, catered according to individual needs, and completely safe & natural. Contains no chemicals, perfumes, preservatives, parabens & sulphates. They are made in small batches, with a lot of love & attention from the purest possible herbs obtained. The method of treatment followed here is based on acupressure, sujok & natural therapies.

We can have a look at their Instagram for their reach of work [instagram.com/socialiteayurveda](https://www.instagram.com/socialiteayurveda)



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