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Plastic Aesthetic Surgery, Aesthetic Medicine and Anti-ageing science have become part of our daily lives. The web pages dealing with those topics are some of the most visited ones. In consequence, we can feel an increasingly powerful wind of business concerns laying behind nice words.

One can be impressed, or shocked, to find pages full of marketing incentive sentences like “low cost cosmetic surgery”, “15% discount for your second operation and up to 30% if you get something done during low season”.

Of course it is good and necessary to communicate about yourself, to let people know what they can expect when they decide to visit a specialist or a clinic dedicated to those fields mentioned above, and TRANSFORM magazine has been created to fill that empty space left in the media environment, but we think efficient information should be disconnected from business, and we do our best to do so.

Our one year experience has confirmed what I was always convinced of : we all can bear marketing twists in communication, but we all prefer and get touched by a taste of truth and sincerity. We know that our readers enjoy that touch in the way we try to inform them, and that they wait for the next issue with enthusiasm.

Well, here it comes : TRANSFORM number 5, talking about beauty, health and happiness with words that the television shows can not afford. More information about liposuction is always good after the sometimes scary images that are spread on the flat plasma screens, a patient testimonial after surgery, the way to get a smoother skin through the peeling technique, advances in cartilage reconstruction, etc.....

As nutrition is one of my main concerns to keep body – and mind – in good shape, I like to comment the most famous and fashionable diets that I have tried for the last 20 years, as medical experiments. Macrobiotics will be the one in this issue.

The fourth chapter about happiness includes a fantastic trip to Patagonia, a deeply, deeply peaceful celtic poem, and beautiful pictures.
Our world needs this.