

## “I wish I had known the importance of branding early on” — Basma Hameed, Basma Hameed Clinic



Tony Law

Basma Hameed turned tragedy into triumph. Badly burned in a kitchen accident at age two, she endured countless surgeries, only to be told by doctors that she “would have to live with” permanent discolouration on her face. Her refusal to accept that led her to research techniques to repair blemishes, and invent a new technique — Para-Medical Micro-Pigmentation — largely by testing it on herself. Today, the [Basma Hameed Clinic](#) is world-renowned and Hameed herself has been interviewed by CNN, CBC, and Vogue. “I wish I had known the importance of branding early on,” she says. “When I first started out, I wanted to use catchy phrases and names...later on I understood the power of branding [and that] I had to build my own.” She adds that the idea behind her brand is as simple as her story: relating to the clients she treats.