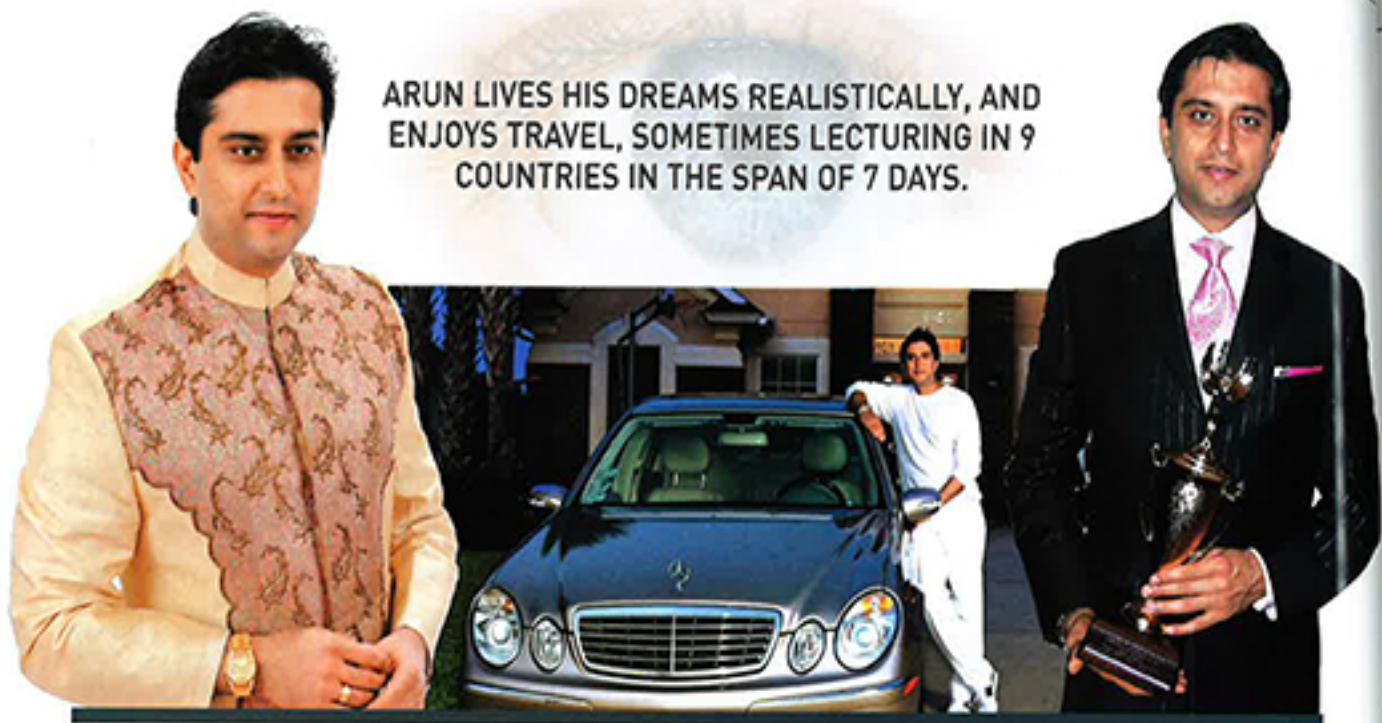


ARUN LIVES HIS DREAMS REALISTICALLY, AND ENJOYS TRAVEL, SOMETIMES LECTURING IN 9 COUNTRIES IN THE SPAN OF 7 DAYS.



That's the Doctor for you. "The care I give to my appearance is the same care I give to my patients. I pay attention to every detail and strive to pursue my quest for perfect vision," remarks Gulani. "One correlates with the other".

Always dressed impeccably, Arun presents an image of stability and authority. His patients, his staff and his professional colleagues understand that what they see is what they get; an eye surgeon who is deeply concerned about every single detail. Arun helped design his own office with details, colors and optical elements (very much like the play of vision in the eye) and when his office won recognition for its inspiring décor, he merely smiled. So despite what his realtor thought, and despite all odds Arun found himself in business. Few days into opening his institute, his first client called from New York, the rest is history.

Even in the business world of medical practice in America, where advertising is cut-throat and deals and discounts offered all over television and radio commercials, Arun stood his ground. He has created a business model solely based on outstanding surgical outcomes, personalized care and word of mouth that has become an inspiration to the business gurus. Not only do people throng to him from all over the globe by mere references, but other eye surgeons worldwide look up to him for advice and guidance and send him high profile patients and celebrities that they cannot satisfy. And of course, the awards are pouring in. Appreciation of one's good work never goes unnoticed. Karma takes care of that. He simply puts it in words almost serenely, "Research your surgeon to make the right choice. Blindness at any discount is not a bargain."

HIS WORK

Dr Arun is the absolute innovator of the latest Lasik Technologies. He learnt not only the surgery but also the Art of Lasik, and interacted and learnt from the pioneers of various refractive surgical procedures from all over the world, thus acquiring a wide experience in the full spectrum of refractive surgery (Surgeries to decrease dependence on glasses for all levels of nearsightedness, farsightedness and astigmatism). Also, Lasik is a surgery that is performed on the cornea (front clear window of the eye) and being a super specialist in that arena (Arun was among the first in the world to perform the futuristic Artificial Corneal Transplant) allows him to custom design surgery to each eye individually.

Arun has introduced new surgical techniques, concepts, classification systems and protocols for Advanced Eye Surgeries. He has taught thousands of eye surgeons, published and authored text books, journals, instructional videos and delivered invited lectures all over the world. And that's not all; he has even actually invented and designed new surgical instruments, all 51 of them. These are named after him making "Gulani" a literal brand name in the field of eye surgery. Arun has also invented a new Super Specialty in Lasik surgery that he has called Corneoplastique™. This advanced concept and surgical approach makes Lasik surgery safe for practically all levels of nearsightedness, farsightedness, astigmatism and after-40 reading glasses. With this specialty, he can correct vision for patients who have been told that they are not candidates for Lasik as well as correct complications from previous Lasik surgeries.