Putting your best face forward

Med Aesthetics comes to the rescue of those in the quest for ‘perfect beauty’

In today’s day and age looking good is not a mere vanity but is considered one of the essential qualities necessary in a successful person, or a potential employer. And the quest for ‘that perfect skin/nose/jawline/pout/figure’ is driving people of all age groups to look for instant solutions.

With the number of women as well as men willing to undergo advanced beauty treatments we could say that the era of ‘Medical Aesthetics’ has arrived and is here to stay.

What is Medical Aesthetics? Medical Aesthetics in the simplest term means services that involve high-technology skin care that represents the fusion of healthcare and beauty services. It is the use of advanced technology to provide a medical based procedure that is designed to cause a significant cosmetic change or enhancement in the shortest time.

Some of these services can involve the use of lasers or other energy based devices. Med A is a very serious part of beauty or one can conclude that the one who do go under Med A treatment’s take beauty very seriously. SS consults our Experts Panel comprising of Dr. Jamuna Pai, Dr. Nina Madnani and Dr. Sonia Teckchandani to find out what is driving Indian men, women and teenagers today towards Med Aesthetics treatments. And we bring you the latest and most popular trends among different age groups in this story.

TEENAGERS WANT IT TOO: Acne is not such a big issue these days for the Indian teenagers. The trend of Botox and Fillers are catching on like fire. There are several Indian cosmetic surgeons who don’t recommend teen Botox injections, but at the same time doesn’t refute or question the popularity of said treatments.

Possible explanations for this trend could be that teens today are more appearance-conscious than in previous generations; that they are actively seeking treatment for perceived physical flaws more than before, or simply that the cultural climate for cosmetic enhancement has become so accepting and accommodating, that teens are taking advantage along with other age demographics. The other reasons could be teen’s increased media exposure and cosmetic awareness.

According to the American Society of Plastic Surgeons, last year Botox was injected into Americans between ages 13 to 19 nearly 12,000 times, including some teenagers who got multiple doses. Definitely the teenagers want it and are getting it too.

There may not be examples of Indian teen celebs to give but here is one. In preparation for her guest appearance on the TV show Glee, 18 year old Filipino singing sensation Chance Pempengco - got herself Botoxed so that she looked her best!

INDULGENCE BY MEN AND WOMEN: Men represent a growing segment of the aesthetic market in India due to the increasing acceptance by them and the constant need of looking good. A few years ago, female patients would dominate med aesthetic treatments and the female to male ratiowas 90:10. This ratio has now become 75:25 and going into next decade this ratio could reach 60:40.

According to our Experts Panel, the treatments that men are opting for most are:

- Face: Skin whitening/ brightening; acne management through chemical peels; fillers & thermage, instant facelift etc.
- Body: Laser hair removal/reduction and mesotherapy for cellulite
- Hair: When it comes to hair it is shocking to find that 9 out of 10 men, are getting treatments for receding hair line and treatments for hair fall management.

"Microdermabrasion and hair fall therapy are the most popular treatments among men." Dr. Nina Madnani

Women in India these days are still not getting past the trend of Botox and Fillers. Indian women are going in for botox majorly for tackling unwanted wrinkles. Apart from the Botox and Fillers, Chemical Peels are becoming more popular. But when it comes to the body, laser hair removal is and will always be the most important trend when it comes to Indian women.

BIG FAT WEDDING TRENDS: Indian wedding market continues to be a big driver in India in 2010. The most popular treatments that brides are choosing these days are:

- Face: Laser hair removal, Fraxel laser treatment for scar removal, Fillers and Botox
- Body: Hair removal

“The body hair is unwanted, especially the hair in underarms,bikini lineneand also legs. Brides do come in for laser hair removal for these arealsaid Dr. Jamuna Pai.

Grooms in India were not as active as the brides when it came to the advanced beauty treatments but not the number of grooms going for the advanced beauty treatments has increased.

The most popular treatments among the grooms are:

- Face: Chemical peels for skin whitening and acne management, Thermage and Fraxel
- Body: Laser hair reduction, Botox for hyperhidrosis.

"Treating the groom’s botox hyperhidrosis - putting an end to excessive sweating underarms. Groomalscosemoinfomatgetatattooremoval," adds Dr. Sonia Teckchandani.

In a marriage whether arranged or love, the importance of physical beauty in selecting prospective partners is playing a big role in growth of Med aesthetics market.

THE MOST COMMON MYTHS AND DOUBTS: It is certain that every person has a certain amount of doubt before getting a treatment, big or small. There are several myths about treatments related to advanced beauty, and doubts too. We asked the Panelists about the most common myths they have come across.

One common myth is that lasers can also change the skin color. The skin will darken after treatment. Clients are under the impression that laser treatments make the skin loose and also that the Laser light is harmful to the internal organs said Dr. Jamuna Pai.

Another common myth is that chemical peels will cause pigmentation problems said Dr. Sonia Teckchandani. She added “In peels they have fear that their skin may be burnt, may peel excessively because harsh chemicals are being used on my skin.”

With a lot being said about Med Aesthetics we can conclude that society perception about the alteration of physical appearance with Cosmetic Surgery has changed. Indians, who can afford to get their looks medically altered for the better.

The increasingly widespread use and acceptability of Aesthetician work to improve one’s appearance with examples of not just celebrities in Hollywood and B-Town, but the average consumer shows that it is becoming an accepted norm in our society.

Thanks to Med Aesthetics we can say hello to the ‘Perfect Beauty’!