

Bombay Times

'S eeking fair, beautiful, vegetarian girl for a fair, handsome boy 31/6' MBA working in US'— read a recent matrimonial classified.

This is such a turnaround from the days when fair skin aspirations was synonymous with women. Now it's the men seeking the fairer skin tone, especially with the likes of Shahid Kapoor and Shah Rukh Khan endorsing fairness creams. In fact, the 'fair' skin tone is the new mantra among the Indian men.

It's not a new phenomenon, say make-up artists and cosmetologists, as there has been a strong obsession for fair skin among the Indians. And this thought is reciprocated by the ever growing fairness cream market in India especially the men's fairness cream segment.

As renowned make-up artist Cory Walla puts it, "Fairness creams are the single largest selling cosmetic products in the country. Indians are



BITTEN BY THE FAIRNESS BUG: Beauty treatments like skin bleaching, chemical peeling and skin polishing are a huge rage with the Indian men

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enough. They are now concerned about their appearance. Be it a college goer or a corporate person, none have been left untouched by this grooming fad," states make-up stylist Ruhi Bindra.

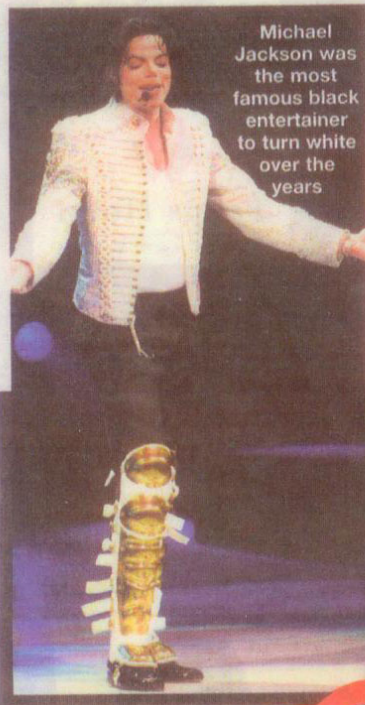
"With the emerging global Indian who travels world over, the want/need the lighter skin has grown. With the fast-paced life in metros, stress, sun exposure and improper sleep patterns Indian men develop patchy pigment changes which can disturb them at social events. This is the reason they get take extra care about their appearance," reasons Cosmetologist Dr Satis Bhatia.

Says Dr Mohan Thomas, a senior cosmetic surgeon, "The demand for a lighter skin tone by men is not a self-propagated one. They believe that they need to themselves be 'fair' if they are seeking a fair bride."

It's not just fairness treatments, but all sorts of beauty treatments that me today are opting for. Large percentage of men are making good grooming their main focus, opines cosmetologist Dr Rohini Wadhvani. "Though a certain percentage of the clientele are seeking treatments to be fair, a very

THE 'FAIR' MAN

Grooming treatments and the demand for a lighter skin tone is a huge rage among Indian men today, finds Nirali Dixit-Hathi



Michael Jackson was the most famous black entertainer to turn white over the years

MAN

obsessed with fair skin, unlike the westerners who prefer the washed out or tan look. If men are jumping onto the fairness bandwagon today, it's simply because they believe the fairer tone is more attractive and appealing. In fact, I get customers where the groom's mother requests to make her son look a little fair on the wedding day."

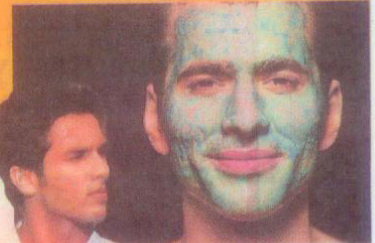
Fair skin tone has always been sought-after by men down South, and they go to the extent of using even the

talcum powder quite liberally on themselves, proclaims make-up artist Kumar Iyer. Kumar confesses that he too was bitten by the fairness bug in his younger days.

"With the advent of the metrosexual man, the Indian market has witnessed a strong demand for personal grooming men products. They, too, want to look like their role models who endorse beauty products," he says.

But it's fallacy to state that it's just the Indian men that has been bitten by the fairness bug. Recently, baseball star Sammy Sosa confessed having undergone a treatment where a skin bleaching cream was used to keep his skin soft and smooth. Michael Jackson, perhaps, was the most famous black entertainer to turn 'white' over the years.

"Men used to spend hours in just working out, but they now figure that it's not



large percentage comes in for skin-care advice for hair removal or to prevent ageing, tan and pigmentation. This is apparent as 30 per cent of my clients are male."

Treatments like skin bleaching, chemical peeling and skin polishing are a huge rage in the Indian market today, and more and more men make it a point to visit skin specialist for the smallest reasons.



Sammy Sosa underwent a skin bleaching treatment

IN ALL FAIRNESS: Shahid Kapoor too join the bandwagon with his latest endorsement