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Beauty at the 'Cosmetic' Knife

Chewing on wishes and living with a sag? Do not despair, cosmetic surgery is here, says Christina Viegas

People lament that sometimes even the Creator makes mistakes in His process of designing us. There is a beeline to be part of the beautiful people and Goans are not to be left behind. Working out to tone the body and eating healthy is old school of thought. Facelifts, nose reshaping, breast lifts and liposuction are in demand at the Cosmetic Surgery Institute at Vintage Hospital.

Ms Diana Dawson, director, clinical operations says, "People are willing to go to any lengths to look beautiful. Gone are the days when people only came in for a plastic reconstructive surgery to camouflage accident wounds or to replace a breast lost to cancer. Now people come in for exclusive cosmetic surgery. It is amazing now to see what can be achieved with minimum invasion and maximum results - safely!"

Into its third successful year, the founder of the institute, Dr Thomas enthuses, "A couple of years ago, we mostly got foreign clients but now what is interesting is

to see the locals coming in large numbers. We see a lot of potential in the Goan market as people are highly aware of beauty procedures and have the money."

From across the globe, the clients are predominantly from the UK and US. Dr Thomas says, "Being a famous tourist destination, Goa attracts a lot of Britishers and Eu-

POSTOPERATIVE SURVEYS REVEAL BENEFITS INCLUDING:

- Greater self-confidence.
- Improved social lives as well as interpersonal relationships.
- Increased enjoyment of leisure activities.
- Success and recognition.
- Emotional and physical well-being.
- Happiness.

ropeans who are setting up homes here. Many come for a period of six months which is ideal as people need time to recuperate after the surgery." Another vital factor is the cost. With the surgery being three to four times cheaper than in the West, it is not only the foreigners who can afford it, but also Goa's upper middle class who now do not have to travel to Mumbai.

While women queue in for nose jobs, breast jobs and liposuction, the men refuse to be left behind in the vanity game. Dr Thomas says, "Men are fast catching up! They make up for 40 per cent of our clients and usually come in for breast reduction, body contouring and rhinoplasty."

'G-nius,' a permanent non-surgical fat loss treatment, which is the brief application of ultrasound energy in the form of a pulse, has been recently introduced. Dr Thomas enlightens us, "This is highly appealing to the large segment of people who shied away from surgery. It brings about the same disruption of fats that are expelled, yet there are no cuts, no anaesthesia and it is comparatively more affordable than surgery."

At the end of the day, looking good means feeling healthy...or, is it feeling healthy means looking good? The lines are blurring, but 'It is really the same thing!'

