

Experts give you cheaper cosmetic options to help you tide over these financially-strapped times

Sujata Chakrabarti

WITH several markets in the country reeling under the pressures of recession, it's not surprising that the beauty industry has also taken a hit. However, if you are one of those women who do not want to let go of such indulgences, fear not. Cosmetic surgeons and aesthetic medicine practitioners say that there are cheaper options to your problems, but caution that they might have a shelf-life shorter than their more expensive counterparts.

If you have been dreaming of flat abs for some time, you do not have to shell out a few lakhs for cosmetic surgeries like tummy tucks. Dr Mohan Thomas, cosmetic surgeon at Breach Candy Hospital says, "Instead of complicated invasive surgery, one can opt for a Focused Ultrasound Treatment that is medically approved."

Actor Shamita Shetty, in fact, has an even 'cheaper' suggestion. She says, "I always stick to a consistent exercise regime. I do exercises five times a week, and also have a protein rich diet with anti-oxidants. I would rather opt for hard work and perse-



# Can't afford a face lift?

According to Dr Snehal Sreeram, head of medical services at Kaya Skin Clinic, there are several inexpensive options available for those who want to enhance their facial beauty. She says, "Regular Botox injections can actually prove to be cheaper in the long run and will maintain your youthful looks. While an expensive facelift may not be suitable under such market conditions."

According to Sriram, skin peels are also a good option for those unwilling to pass on the big bucks. She says, "For temporary relief from frown lines and dull, patchy skin, opt for skin



**I would rather opt for hard work and perseverance than these cosmetic shortcuts.**

—Shamita Shetty

peels that will cost you around Rs 1400 only."

Instead of complicated face surgeries that are done to tighten the skin across your face that sags down with the passing of time, treatments like collagen fillers are highly recommended. Sriram explains, "Women opt for constructive face surgeries as the facial skin starts sagging due to age. To revive youthful skin, go for collagen injections that contain a natural collagen precursor — hyaluronic acid gel — that can be administered within 45 minutes and can be carried on with just an anaesthetic cream." However, she cautions, that unlike a facelift, the effects of collagen fillers will only last for a short duration, between six to nine months.

While many anticipate that the cosmetic surgery industry will take a hard hit once recession is formally announced in the country, Dr Samir Kumta, consulting plastic surgeon at Lilavati Hospital says, "Too much is being made of recession currently. Personally, I have yet not seen a drop in enquiries coming our way. However, if you want to go for a complicated and expensive corrective surgery, the best advice would be to get it done in stages."

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A treatment like liposuction can also cost a considerable amount of money. Dr Thomas says there are cheaper

options like Lipolysis. This treatment takes fat out from a limited area and is inexpensive as it does not require a surgery under general anaesthesia.