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Beauty treatments become popular in Koramangala

Rashi Varshney, ET Bureau May 8, 2012, 12.56PM IST

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KORMANGALA: Six years ago, a skin clinic in based Koramangala's 4th Block used to get five patients a day, today the number has increased to 25. Similarly, other skin clinics in the locality have seen tremendous growth. The demand for [cosmetic surgeries](#) and laser treatments is driving this industry.

"The demand for cosmetic surgery and laser treatment is ever increasing and it is growing at an average rate of 8-10 percent per year," said S Sacchidanand, professor and head of Department of Dermatology, Bangalore Medical College and Research Institute. Reiterating the professor, Dr HR Yogeesh, a consultant skin specialist and cosmetologist at Akshatha Skin Care Clinic in [Koramangala](#) said, "I started my clinic in 2005 and our earnings then was Rs 60,000 per month. Now, it is around Rs 3 lakh per month," he added. People with high disposable income do not mind spending up to a lakh to look good. "Koramangala residents earn well and are rich, hence, willing to spend on these treatments," said Dr Yogeesh.



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Dr Sachith Abraham, a laser specialist at Cosmodermacare Clinic, Koramangala has seen 20-30 percent increase in the number of patients and they are ready to spend if promised positive results. "The increase in the number of patients can be attributed to evolution of laser treatments, high disposable income and a desire to look good," he said.

COSMETIC SURGERIES

The face of cosmetic treatments has transformed over the years when people used to go to plastic surgeons mostly for reconstructive plastic surgeries. Now, services like hair reduction, face-lift etc. are drawing people to skincare centres. "Earlier, people used to get traumatic surgeries done, also known as reconstructive plastic surgery, where plastic surgeons would correct functional impairments caused by burns and injuries," explained Dr Gurusurthy, a plastic surgeon, who has been practicing for past 40 years. "However, since 5-10 years people are going for cosmetic treatments like face lifts, correction, liposuction, hair reduction, scar reduction," he said.

On one hand, Internet has spread awareness, on the other it has also fueled expectations from cosmetic surgeons. "Mostly females and youngsters are my patients, who go for face lifts, hair, acne and tan removal etc. They expect more from us and are ready to pay higher prices. They have become very comfortable to go under knives and lasers," said Dr Yogeesh. Treatments like fillers, botox, liposuction, hair transplantation and facelifts are most common amongst people these days.

ATTRACTING ALL AGES

The young are restless in Koramangala. They would spend anything to look good, as Dr Abraham put it, "People have become more skin conscious now. Earlier, it was a game of old people but now, more and more youngsters come for laser treatments for acne and enhance their looks before going abroad.

About to get married brides get many things done before their wedding to look attractive." Divya Vatsya, an IT professional opined that if a little amount of money can buy good looks, there is no harm in going for these treatments. "I had taken one laser session before and the results were positive. I don't mind spending Rs 10,000 to Rs 50,000 on laser treatments if the results are good," she said.

She further added that many youngsters in her office who are not more than 23 years are going for laser treatments like hair removal or some corrections. "Face lift is also becoming popular and I would not mind getting it done after researching well online about precautions and parameters. With advancement in science and technology, even if something goes wrong, there will be a solution for it," said Ms Vatsya.

FAIR AND HANDSOME

Interestingly, Koramangala men too are becoming conscious about their looks and are consulting cosmetologists. "Men opt for same treatments like females such as face lift, tummy tucks and acne removal," said Dr Chethna SG, a laser specialist practicing since two years.

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Dr Abraham said, "I see an equal number of men getting hair transplant and many other treatments to look better. However, Dr Yogeesh is perturbed with quacks posing as genuine cosmetic clinics. "Though there are many clinics offering cosmetic treatments but all are not genuine," he said.

GROWTH STRUCTURE

"The future of cosmetic treatments is very bright, the growth is exponential and treatments such as spa dermatology is here to stay," said professor Sacchidanand. Along with these treatments, medical tourism in India will flourish due to low pricing as compared to other countries. At present loads of foreigners are making a beeline to India for cosmetic treatments. "We have patients from abroad who come to India specially for these treatments and they believe India is better as they get services at a much lower cost than in their home countries," said Dr Chethna.

Dr Gurumurthy said that India has an immense potential for medical tourism and the government is trying to capitalise on it, but implementation is not that easy since we need more organised medical regulatory bodies and associations.

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