

THEWEEK

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SMART *life*

LIVE HEALTHY, STAY FIT

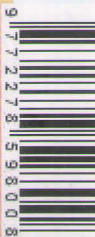
BRO-TOX
MEN TAKE
A SHOT AT
BEAUTY

**ALLERGY
ALERT**
ALL'S NOT IN
THE AIR

**YOU'RE WRONG
ABOUT BIRTH
CONTROL PILLS!**

**AERIAL YOGA
GET FIT
HANGING**

**RADHIKA
APTE**
SHOOTING STAR



Man made beauty

Botox is popular for erasing the signs of ageing.
Now even men are choosing this option

BY RUTH DSOUZA PRABHU

Bengaluru-based business man Lokesh, 38, was concerned about the prominent lines on his forehead. Last year, close to the time of his wedding, he decided to do something about those lines. His fiancée suggested he try botulinum toxin (botox). "Initially I was unsure about botox, especially after reading about it online. But then, I met the dermatologist. I was convinced with the doctor's explanation and underwent the procedure. I can now say that it has changed my perception of cosmetic procedures."

Till around a decade ago, botox was perceived as something the well-heeled or those in the showbiz opted for. But now, an increasing number of people are turning to it because looking good is essential to finding a partner. Moreover, it helps to advance in one's career because looking good makes one confident and that reflects on one's work. Thanks to the many benefits of botox, even men are going for it.

Changing perceptions

"Men and women are increasingly realising the importance of looking good and if presented with an opportunity to look better, why not?" says Dr Debraj Shome, director, The Esthetic Clinic, Mumbai. "Men in their 40s may want to look better, because a younger-looking man may be perceived as being more energetic and therefore will have opportunities open up for him on the work front. Socially, women may find a

looker more desirable for marriage."

Dr Kala Vimal, dermatologist, Hairline International Hair and Skin Clinic, Bengaluru, says that she has noticed an increasing number of men opting for botox in the last five years. "Most of my male patients are executives or vice-presidents of organisations as well as IT professionals who want to look presentable for important business meetings," says Kala.

Looking good matters

Earlier, society had defined roles for men and women. Today, with women becoming more independent, they have the same expectations from their life partners as men. What she needs is not just a man who makes money. She would want him to look good, too. When a person is pleasant looking, it is only natural that he gets noticed in a crowd increasing his chances of finding an ideal partner.

Different types of botox products (toxin a and b) are used for different purposes. Explains Dr Sushma Yadav, co-founder and chief dermatologist, Le Jeune Skin Clinic and Hair Transplant Center, Bengaluru, "These are used on men for cosmetic procedures like brow lifts, and to erase forehead lines, wrinkles around the eyes or crow's feet. It is also used to correct the drooping of the angle of the mouth and glabellar frowns. Botox also treats medical issues like excessive sweating, migraines, Bell's palsy which causes drooping of one side of the face, excessive blinking

or blepharospasm, muscle spasm, among others."

Cost effective

Botox or any other cosmetic procedure has always been considered expensive, which is what Bengaluru-based bank manager Shekar, 40, thought when he recently went in for a botox procedure. "I wanted to look good and young and eliminate those lines and wrinkles. The treatment is not very expensive. There are EMI options for those who may need it. And more importantly, I realised that you will not get that plastic look if your doctor is experienced and you have realistic expectations. I am very happy with the outcome and now can boldly interact with people. I feel very confident and it has made me look young and presentable."

Worried about side-effects? There aren't any. If you have chosen to go with a qualified and experienced doctor, there is nothing to worry about. Debraj says for the average facial treatment, around five units of botox are used. It takes about 5,000 units of botox to cause any harm to the applied area. The therapeutic index of botox is 100:1. Compare it to the paracetamol tablets where one pill can cure a headache and 20 pills can cause liver damage. Debraj says that the result of a plastic surgery is more predictable than before.

It is not a few nips or tucks. Both men and women are ready to splurge on looking good. Because looking good is not just about vanity anymore. □

