

Now, men go for 'look change'

Naomi N | April 17, 2018

Chennai: Change is a reality, but today men and women like to freeze their appearance. Not just celebrities, but even ordinary folks want to retain youthfulness and are willing to shell out money for it.

In an e-mail interview with *News Today*, celebrity cosmetic dermatologist and founder of Kosmoderma Skin and Hair Clinic, Dr Chytra V Anand, spoke about the realities of a cosmetic surgery and why men are also being attracted to such procedures.

Dr Chytra is credited with introducing fractional laser for acne scar rejuvenation and non-surgical thread lift procedures in India.

Q) You do Botox and filler injections. Any particular reason why people are opting for it?

A) People know Botox and fillers are safe, fast acting and slow down the signs of ageing like wrinkles on the forehead, eye area and also help shape faces from round to oval giving a slimmer look, removing dark circles, creating beautiful lips, noses, etc.

More women undergo Botox for cosmetic reasons whereas men do it more for occupational reasons. Fillers are mainly done by women to remove dark circles, reduce the wrinkles on the face and accentuate their beauty.

Q) Do you see a trend in people having any obsession toward white skin? How is this trend in Tamilnadu?

A) Indians are obsessed with white skin and more so in the southern States... the term fair and lovely is synonymous with being beautiful regardless of facial features. In Tamilnadu, women are conscious about their skin colour. But, compared to earlier on, the concern for whitening is less and there is more awareness for de-tanning.

Q) Do men / women in the corporate world have the urge / peer pressure to look youthful and well-groomed? What do they seek from dermatologists?

A) People in the corporate world are becoming increasingly conscious of the way they look, especially around their appraisals or job interview time. Men are now approaching us for reducing the frown lines in their brow area as they often get reviews from colleagues that they look angry or unapproachable. Also, people are seeking help to address and treat their body odour concerns. Sweaty palms, forehead, underarms can be treated now with a simple, 15-minute procedure.

Q) There are plenty of online tutorials and do it yourself (DIY) for beauty care. The use of charcoal mask, toothpaste hacks, sharp objects to remove blackheads and techniques with dental floss. Is this a dangerous trend?

A) One must understand that acne or pimples is a bacterial infection and needs medical treatment, using DIY beauty care is a very dangerous trend. Using anything and everything on your skin is bad as skin is your first line of immunity for your body - by breaching this, you are opening and lowering your body's defence.

It is best to get an opinion from a dermatologist and have a treatment plan chalked out along with relevant / suitable home care that be done / used.

Q) You have said Botox is fine, until you know when to stop. But why don't people generally know when to stop?

A) One needs to look natural, not as if you have had procedure done. The idea behind Botox is to maintain one's appearance / looks and not change them and this depends on the skill of the doctor. It is ideal to have a natural look and not a frozen or changed appearance.

Most sought procedures

Skin: People are seeking treatment for acne and pigmentation which can be treated with a combination of peels and lasers.

* Hair: Anti-hair fall treatment with platelet-rich plasma (PRP) and laser hair removal for face and body for permanent hair reduction for men and women.

Cleft palate and burn victims

Dr Chytra's pet project is working with cleft palate and burn patients, as also involving in the rehabilitation of these patients.