

A small tit bit information about
breast implants in our first issue
and the phones are still ringing.
(L-n-L first issue, Lacy Tales)
They all want to know more about
the procedure, the where, what,
why and how of breast
augmentation. Find out the big
and small of the matter.

RESHAPING HOPES

COVER STORY

Vanity thy name is woman. Shakespeare, (I hope I got that right) couldn't have hit it on the nail any better. But let's not get sexist. Vanity thy name is human is more like saying it as it is. Man's obsession with looks is as old as mankind itself. And knows no gender bias.

Dressing up, wearing attractive clothes and makeup are all extensions of the need to 'look good' and therefore the need to 'feel good'. The need to look good is age old, but it is only NOW that it has become so easy, accessible and affordable.

TELL ME WHERE

Cosmetic surgery clinics, better known as aesthetic surgery or plastic surgery centres are doing business like never before. Look at the advertisements splashed around everywhere. (You cannot miss them.) "East or West, Berkowitz is the best," claims it's modest ad. The "Pioneers in 21st Century Technology," offer a whole array of treatments and technologies to acquire a body that draws everyone's attention.

"Give a magical touch to your face and body," suggests the ad of Beauty Care Herbal. "Look More Beautiful. Face and body lifting, hip lifting, thigh firming, under eye dark circles, pimples, wrinkles, stretch marks, double chin, permanent make up, weight reducing, height increasing... and

lots of beautifying techniques." To boot, there's a free computerised body analysis! These are clinics that hold out the promise of youth, Centres that assure everlasting beauty.

TELL ME WHY

Women are staring in the face of a situation that goes, Ask and you shall receive. And they are lapping

Dr. Sharma quips, "India is the world's best museum of human specimen. We get all races types of features here...."

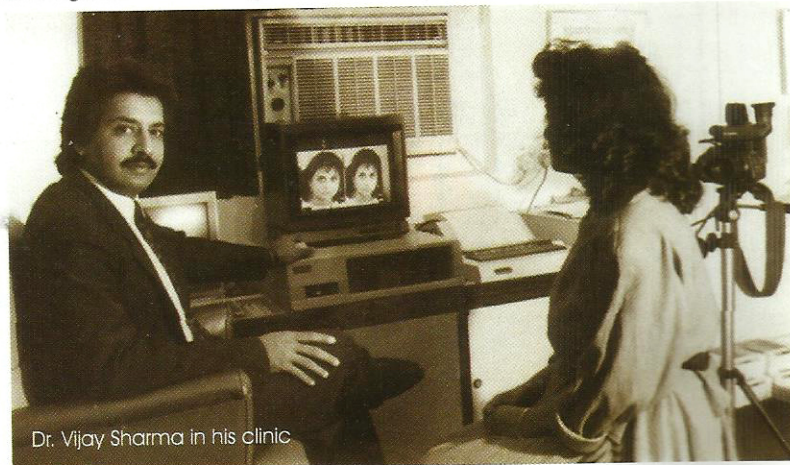
The concept of beauty changes according to the geographical location but Indian women have not only the best figure but the finest breast"

it up as though it is their birth right. To twist the phrase a little, wishes are horses and women are being offered a ride! What will she want? Probably a perfect nose first.

Next? Well, we all know it, she is not only about breasts and curves, definitely not, but the next idea that is bound to excite her is the chance of having the right contours and curves. Having a perfect figure. Perfect Figure?

Agreed, there are some who haven't the foggiest idea what perfect looks like but the image conjured up immediately is of a femme fatale with anatomical measurements 36-24-36. And you'd better believe it, a breast size 36 is uppermost in many women's mind.

A trip to the Cosmetic Surgery Centre of India confirms it. In charge here is Dr. Vijay Sharma, MBBS, Master of Surgery, M.I.S.C.S. (USA), M.I.S.C.P.R.S. (USA), MAAARS (USA), MESAS (Germany), Member of International faculty -The European Academy of Cosmetic Surgery & American Academy of European Surgery. One of the leading cosmetic surgeons in Mumbai, he is



Dr. Vijay Sharma in his clinic

COVER STORY

attracted to the profession because of "First, a liking for surgery and second, a liking for beauty." He has a revealing tale to tell. "60 per cent of patients are females and the maximum number of them come for breast enlargement and nose shaping."

TELL ME MORE

Dr. Sharma quips, "India is the world's best museum of human specimen. We get all races and types of

features here... The concept of beauty changes according to the geographical location but Indian women have not only the best figures but the finest breasts." By the finest, he explains, he means breasts that are well balanced with hips and are voluptuous or pendulous. "All owing to the kinds of activities undertaken by our ancestral women," he discloses. "But", he continues, "now the figures are getting spoilt," And

thus the need to increase the breast size or in medical parlance, breast augmentation or augmentation mammoplasty.

When women, scared stiff of a tiny poke at a doctor's clinic, willingly subject themselves to the knife, that is food for thought! You see, augmentation mammoplasty helps a woman improve the size and contour of her breasts. The added inches improve her appearance. They make her clothes look more attractive. She becomes a head turner. She does. But the real reason for going in for breast implants is not only to do with an outer shell. It is a lot to do with emotional stability and personal attitude too. It is important to note that while breast implants can reshape breasts, it cannot reshape life. "It cannot do anything to bring back an erring husband or estranged lover," Dr. Vijay Sharma emphasises.

TELL ME WHO

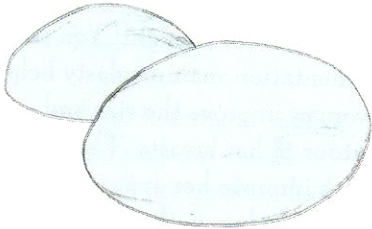
Don't suffer from any delusion that it is only the teenagers, youngsters or those on the threshold of marriage that go in for breast implants. Women of all ages are takers. The procedure not only helps enlarge small underdeveloped breasts but also breasts that have atrophied after child bearing. The augmentation may also be used to correct two markedly different breast sizes as well as sagging breasts. Age is not a significant factor. In fact, chuckles Dr. Vijay



COVER STORY

Sharma, "I just operated on a 63 year old woman for a breast implant."

Interestingly, 98 per cent of women coming to Dr. Vijay Sharma are not from the glamour,



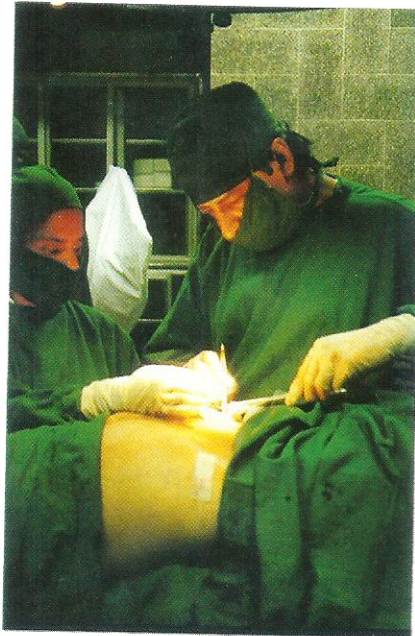
fashion or film world. They constitute only two per cent of his total patients! (Don't ask for names! He has done the procedure on quite a few celebrities, right from first generation top heroines to today's top models. Practically all the 'M's of glamour world have got Dr. Vijay Sharma's implants.) Almost 98 percent come from plain, ordinary backgrounds!



TELL ME WHICH

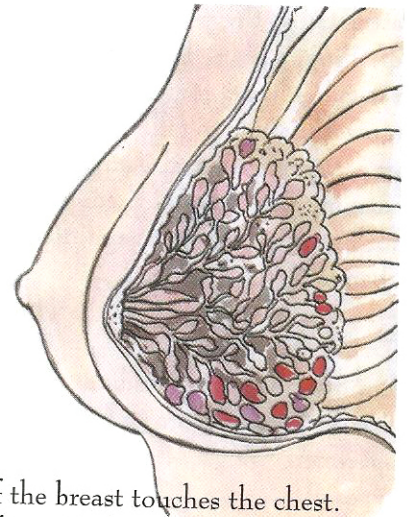
There is much hype created about breast implants. Legitimately so. Breast implants or prosthesis are made of a flexible silastic envelop containing a silicon gel, saline solution or a combination of both. "Some heroic doctors tried

pneumatic implants too," derides Dr. Sharma. "But when the girls went for a ride in an airplane, the pressure resulted in the implant going phut! Burst!!" Must have been a pretty embarrassing scene we are sure, especially with any valued friends being around. With air filled falsies, swimming also proves to be a big embarrassment. The implants keep the upper torso high up above the



water. Draws everyone's unwanted attention, what? Saline filled implants are by far the best option, is Dr. Sharma's verdict.

There are several possible approaches to breast augmentation. The most commonly employed technique is making an incision slightly above the region where the lower part



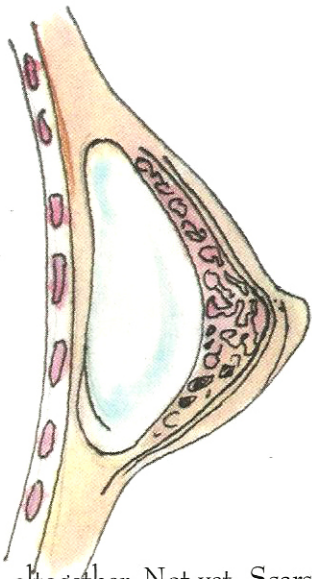
of the breast touches the chest. Alternatively a periareolar incision may be made around the lower border of the areola, the dark pink skin that surrounds the nipple. A most frequent method is an axilla incision hidden in the armpit.

TELL ME HOW

What the surgeon does is, under combination of sleep and local anaesthesia, (sometimes general), which numbs the area around the breasts, he lifts the breast tissue up and the skin down to create a pocket either directly under the tissue or underneath the chest wall muscle. In this pocket, he places the implant. A few sutures close the incision. The procedure, usually performed in the surgeon's office, out patient surgical facility or in a hospital lasts less than couple of hours!

Effort is made to keep the scars inconspicuous but there is no magic that can eliminate scars

COVER STORY



altogether. Not yet. Scars are an inevitable part of surgery but over a time period they begin to fade and may then be even barely visible. It is the skill of the surgeon, how well he hides the scars in the natural skin folds. There aren't too many precautions to be taken. In the initial four

weeks one has to avoid activities like diving, lifting heavy weights or activities that require reaching up. Upper sex is also restricted. After that eat, drink and party. And delight with your new look.

Restoring sagging confidences and boosting women's morale is work that gives Dr. Sharma an immense satisfaction. He swells with pride when the people whose life he has helped change come gushing over to meet him, shake his hands with gratitude and generally go ga ga over him. Yes, there are times when the good doc is compelled to say a no. In situations where the person has to learn to live with what she has or doesn't have. But that's rare.

Over the last 14 years that he has been in practice, there has been

400 per cent increase in the number of women coming to him. In spite of the heated arguments for and against breast implants being hurled to and fro all the time.

At times Dr. Sharma does four to five operations a week but the frequency is, understandably, variable. The fees and operations and operative facility costs also vary widely with the implants. And in India it is quite affordable except for the cost of imported implants.

Breast implants are a prize for keeps. They have no expiry dates. In fact, if one so wishes, they may even be willed to her heirs, for future use.

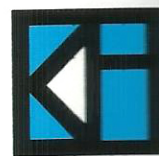
-Jayshree Shah

Our First Step Towards The Millennium



Specially for Lingerie

- Soft feel printed Labels
- No itching to skin
- Rich feel
- Avoids duplication
- Maintaining international standards
- Multicolour



KOKAMA INTERNATIONAL

MFRS.: OF LABELS FOR GARMENTS
& MADE-UP INDUSTRIES

*"Our Labels reflect your message
in an excellent way"*

A-129/130, Ghatkopar Ind. Estate, L.B.S. Marg,
Ghatkopar (W), Mumbai-400 086

Tel: 5170072, 5174150, 5174149

Fax: 5172436