

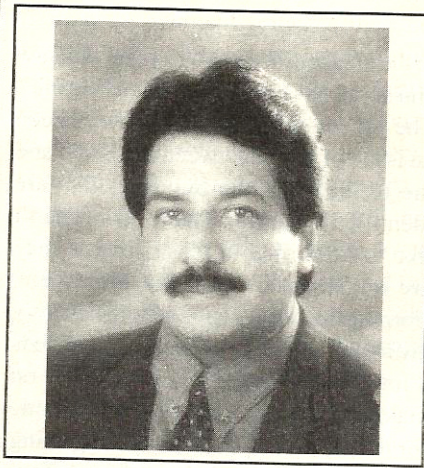
Desire to be beautiful boosts cosmetic surgery six hundred folds,

Says Dr. Vijay Sharma

According to cosmetic surgeons worldwide, people in today's life style suffer from a syndrome called 'hyper aesthetic tension'- a compulsion or pressure to look good. And in a desire to look better than before normal healthy people choose to go in for cosmetic surgery, hence the boom in cosmetic surgery or 'willful beautification'.

Meet Dr Vijay Sharma, Maharashtra Ratna, born in Rajasthan, a cosmetic surgeon by profession, and a renowned name in the world of cosmetic surgery in India and abroad. Among the top ten cosmetic surgeons of the world (NBSAS-2003), and mentioned in the **Limca book of Records** for operating on 22-23000 people, when asked about his specialization he replies smilingly "to bring in a new world order..." (his socio-political aspirations), and "but to earn my living I design human faces!" Dr. Sharma came back to India after a stint abroad and started his Cosmetic Surgery centre in 1987. A branch of plastic surgery itself, Dr. Sharma admits cosmetic surgery in India is a very recent phenomenon (about only two decades old), but has registered a phenomenal 600 fold increase in the last two decades! A major part of his total clientele, almost 80% comprise of people from the glamour world, and those desiring 'willful beautification'.

Author of several books on cosmetic surgery, Dr Sharma specializes in rhinoplasty (nose correction), liposuction



(fat removal), dermabrasions, peels, face lift, breast augmentation, hair transplant, face reconstruction etc. A visiting surgeon at various prestigious international medical faculties, he is on the board of directors of 'International Academy of Cosmetic Surgery', member 'European Academy of Cosmetic surgery' etc. Some of the numerous awards won are- 'Best Aesthetic Surgeon in Asia (Tokyo, 2000)', 'leader in Cosmetic Surgery in India (Berlin 2001)', 'Mimbro De Honor (Argentina 2000)', etc. A member and president of various prestigious

international associations, he was also honored for '**Out standing Contribution to the Field of Aesthetic Surgery**' at The World Congress of New Advances in Cosmetic Surgery, London, UK. He has been on the panel of judges of various beauty competitions.

Confident of the future of Cosmetic Surgery in India, seeing its phenomenal increase in the last two decades, he beams proudly "40% of the national health services of the USA and UK comprise of doctors of Indian origin." A believer in the concept of a 'new world order', the doctor comes out as an informed, well read professional, whose passions transcend beyond cosmetic surgery to wider subjects of world peace and order. Flooded with clients, he quips (not so convincingly, though) that cosmetic surgery is an affordable option with anyone who can 'afford a TV or fridge' these days. Fact is, though the stream is registering a terrific growth beyond doubt, cosmetic surgery still remains a difficult reality for the middle class dream chasers. Unaware of the bombs these surgeries still cost them, naively and secretly, they continue to desire incessantly, maybe, a pair of Angelina Jolie lips, a Sam Fox dips, or some meaty J Lo hips!

(You may reach Dr. Vijay Sharma on (022) 26044543 / 26327722)

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Thoughts that guide and inspire

I destroy my enemy when i make him my friend