

>> makeover

The COST of Looking GOOD

Sushmita Sen

Perfect curves,
dazzling smile,
toned bustline and
never-ending legs-
they all come with a
price tag. But the
figures that actually
matter are the ones
on the cheque.

A report

>>MANJARI BHATNAGAR

There was a time when you had to live with what you were born—a long nose, balding pate, protruding belly and breasts that God had given you. But today technology has made it possible that if you've got the moolah you can reinvent yourself so that even the most unattractive bimbettes can turn into devastating bombshells.

RHINOPLASTY

Pretty Packet: Cost ranges between Rs 70,000-Rs 1.6 lakh depending on the extent of surgical procedure.

What it takes: Rhinoplasty involves re-shaping and re-sizing the nose by changing the angle of the nostrils, pulling in protruding nostrils, increasing or decreasing the nasal bridge and re-shaping the tip. To add sharpness to the face, the nose can also be heightened by inserting an implant through a tiny incision made from inside the upper lip on top of the nasal bone.

Recovery: The patient is discharged immediately but may experience heaviness and pain in the head, bruising around the eyes and stiffness around the area for about 10 days though the recuperation period extends to a couple of weeks.

Star Track: Almost the entire celeb fraternity has got a nose job done and it is widely acknowledged that it is the first step to success in Bollywood. Compare photographs of Shilpa Shetty and Sridevi taken at the start of their career with a recent one and the difference will be more than obvious.

RHYTIDECTOMY/FACE-LIFT

Pretty Packet: Around Rs 1.7 lakh.

What it takes: Commonly called the face-lift, it knocks off more than 10 years at a stroke. The new look can be retained for at least another 10-12 years with certain precautions. It pulls up sagging skin and muscles right from the chin, cheek, forehead and crows line (fine lines extending from the eyes to the temples). The most advanced procedure involves making an incision on the head and pulling up the chin, cheek, crows lines and forehead slightly to get a slimmer, youthful look.

Recovery: It may take a fortnight to get rid of the bruises and redness on the face.

Star Track: Reportedly, thanks to Rhytidectomy, Maharani Gayatri Devi, Dilip Kumar, Saira Banu and Dharmendra look much younger than their actual age. Karishma Kapoor's jawline has allegedly been under the scalpel too.

BREAST IMPLANT/REDUCTION

Pretty Packet: The latest implants, made of silastic hold saline water instead of the Silicon gel but cost around Rs 50,000. The total surgical procedure costs around Rs 1.25 lakh but the results are permanent.

What it takes: The implants are inserted through an incision either under the breast or around the nipple. The advantage of a saline-water filled implant is that it poses no harm to the lady in case of a leak. Cases of breast reduction are quite uncommon in India.

Recovery: It takes at least 15-20 days for the marks and pain to go but tight clothing, sex on upper part of the body, picking heavy things or playing games like badminton, squash or tennis is absolutely prohibited for a month.

Chemical peels bring absolute effect only after multiple sittings. They provide glow to the skin besides treating fine wrinkles, dryness, pigmentation and acne in tandem.

Star Track: Breast Augmentation got a boost in India when Sushmita Sen reportedly opted for Silicon implants a few years back.

CHEEK IMPLANT

Pretty Packet: The surgery costs between Rs 25,000-60,000 and the results are ever lasting.

What it takes: Through a small cut near the ear, the surgeon inserts the implant and stitches the skin back either behind the ear or a little upwards near the hairline. High cheek bones give the face a slimmer look and end the problem of sagging cheeks, early wrinkles and extra folds under the eye.

Recovery: The bruises will show for about 10 days but proper care needs to be maintained for another 10 days.

CHIN IMPLANT

Pretty Packet: Rs 10,000-12,000 with permanent results. But if one opts for the imported Goretex implant that costs Rs 20,000, the total cost rises to Rs 50,000.

What it takes: Chin implants are done to enhance the size of the chin if it is not in proportion to the face. The implant is inserted by finely cutting along the border of the lower lip and inserting the implant. The stitches that run along the lower lip fade in a few days.

Recovery: A couple of weeks.

LIPOSUCTION

Pretty Packet: The cost hovers around Rs 90,000-2,00,000 for removing fat deposits from stubborn areas like stomach, lower back, love handles, thighs and buttocks. For the chest, double chin, calf, inner thighs and upper back, the cost varies between Rs 25,000-35,000. Ultra sonic liposuction that first dissolves the fat and then sucks it costs Rs 50,000 onwards.

What it takes: A thick needle is inserted into the body and the fat cells are sucked out showing instant results. The scar however takes around a month to fade.

Recovery: It serves as a magic wand for top actors and actress with choc-a-bloc diaries.

Star Track: Shilpa Shetty has gone through the procedure though she prefers to call it body sculpting.

CHEMICAL PEEL

Pretty Packet: Tepid peels like AHA, TCAP, Salicylic Acid Peel and Glycolic Peels cost around Rs 1,000-4,000 per sitting. But aggressive peels like Carbolitic Acid can cost as much as Rs 40,000 per sitting. While on an average the mild peels need to be done at least three times a year, the Carbolitic Acid Peel carries effect for more than a year.

What it takes: The peels are applied and removed after 3-10 minutes depending on their respective intensity. Chemical peels bring absolute effect only after multiple sittings depending on the problem being looked into and the sensitivity of the patient's skin. Chemical peels provide glow to the skin besides treating fine wrinkles, dryness, pigmentation and acne in tandem.

Recovery: Does not warrant any post-operative care.

Star Track: Several Bollywood personalities and television stars besides corporate couples are known to vouch for its results.

EYELID SURGERY

Pretty Packet: Drooping eyelids can be corrected for around Rs 65,000 though some surgeons might even do it for Rs 20,000.

What it takes: The excess skin is cut off and the eyelid re-joined to give a tighter, toned

Priyanka Chopra: Before and after her nose job



effect. In case the patient also wants to treat fine lines or frown lines on the forehead, the skin can be pulled up beyond the hairline to hide the scar.

Recovery: Around two-three weeks.

UNDER EYE BAGS

Pretty Packet: It takes around Rs 60,000-70,000 to remove the puffiness from under the eye.

What it takes: If there is a fat deposit under the eye, it is sucked out. Otherwise, the eye bags are slit from under the lower eyelid, excess skin removed and the two ends stitched back to give a tighter, neater look.

Recovery: The area surrounding the eyes may appear red for 3-4 days and caution has to be maintained while washing the face. The total recovery period comprises two weeks.

CHEST ENHANCEMENT

Pretty Packet: Enhancing the chest through pectoral implants costs around Rs 70,000.

What it takes: A cut is made below the armpit right under the arm to slide the hard silicon mass into the marked area. The cut is then stitched back finely.

Recovery: It takes 10-12 days to start normal routine work though exercise and lifting heavy things are strictly prohibited for two months.

TATOO REMOVAL

Pretty Packet: Depending on how deep the tattoo goes under the skin, scraping or peeling off the skin layers might cost anywhere between Rs 20,000-25,000.

Recovery: The area may be red for a couple of days and the patient is advised not to use cosmetics on the area.

FACE BALANCING

Pretty Packet: Depending on the size of the nose, the cost depends on whether the chin needs to be rectified or the forehead. If a big forehead is to be brought into the hairline fold, it might cost around Rs 12,000-15,000. But if a short chin needs to be increased through an implant, the cost can go up by another 20,000.

Recovery: The patient needs only 10 days to get rid of the bruises though the scar may take a little longer to fade.

HAIR TRANSPLANT

Pretty Packet: Normally the transplant of 500 synthetic strands costs around Rs 50,000. In case the transplant involves transplanting strands from one area of the head to another, the cost may cut by half.

What it takes: Synthetic hair, made of bio-fibre is customised to suit the texture, colour and length of the original hair. Each strand is then carefully embedded into a hair follicle.

Recovery: Care needs to be maintained while washing the hair for a couple of months.

Star Track: Reports of Sunny Deol and Jackie Shroff going abroad regularly to fight their receding hairline have been going around for quite some time now.

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Shilpa Shetty: During her initial days in Bollywood; after body sculpting



A recent variation Meso Botox is currently popular and the most sought after to knock off at least 10 years from the face.

EAR TUCK

Pretty Packet: The surgery costs between Rs 30,000-50,000 and the results are permanent.

What it takes: Big ears that tend to curl are pinned back by pulling the ear at a certain angle. The scar remains hidden in the hair.

Recovery: It takes only a week for the redness and pain to subside.

DERMABRASION/MICRODERMABRASION

Pretty Packet: Dermabrasion costs approximately Rs 20,000 while micro-dermabrasion costs Rs 1,000 per sitting with a minimum of 10-12 sittings essential for optimum results.

What it takes: Dermabrasion involves scraping the skin to depth of the biggest pit left behind by a pimple or chicken pox. In microdermabrasion, the top layer is peeled off to give way to a fresher, youthful and flawless skin.

Recovery: Post dermabrasion, the patient cannot go into direct sunlight for about three months. After micro-dermabrasion, the patient can resume normal duties but is advised to use a high quality sun block.

TUMMY TUCK

Pretty Packet: Rs 75,000-1.25 lakh depending on the amount of fat to be removed. Stubborn love handles can also be simultaneously treated at an additional cost of Rs 50,000.

What it takes: The stomach is cut and muscles and tissues are tightened. Sagging skin and excess fat tissues are removed.

Recovery: The patient is discharged the same day but needs to tie a belt for three months around the waist and have a restricted diet.

BOTOX

Pretty Packet: The injection costs between Rs 6,000-8,000 for crows feet and around the same to remove sagging skin from around the nose that reaches up to the chin. A recent variation Meso Botox is currently popular and the most sought after to knock off at least 10 years from the face. The treatment tightens and tones square jaws and costs between Rs 15,000-18,000. Its effect lasts for 3-6 months.

Recovery: No immediate side effects have been seen though some people experience numbness for some time.

FILLERS

Pretty Packet: Erasing wrinkles cost around Rs 20,000 while increasing or creating a chin can cost around Rs 8,000. Sunken cheeks or low cheek bones can be highlighted at the cost of Rs 25,000. A low bridge of the nose can be enhanced for anywhere between Rs 8,000-10,000.

What it takes: The filler is injected into the skin through a very fine needle.

Recovery: The effect stays for six months but the instant and magical results make up for the twice a year routine.

BUTT IMPLANT/REDUCTION

Pretty Packet: Cost ranges from Rs 40,000-80,000.

What it takes: The implants are very similar to the breast implants and inserted by making a cut at the lower fold of the buttock.

Recovery: No visible signs of discomfort except for a nagging pain in the operated area. The patient cannot perform normal duties for about a week.

FOREHEAD LIFT

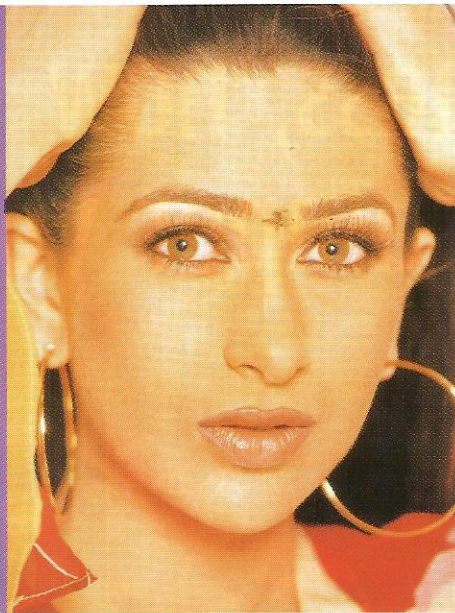
Pretty Packet: A forehead lift costs anywhere between Rs 12,000-25,000. As much

Maharani Gayatri Devi: Before and after the touch up





Karishma Kapoor: Before and after the jawline re-structuring



The painful procedure impairs mobility for about 6 months and the pins can be in the body for months together. The patient gains a maximum of one inch though the total recovery period can take almost a year.

as 400 units each costing Rs 750 per unit can be used on a forehead depending on the number and depth of the wrinkles.

Recovery: Botox is injected at strategic points on the forehead. Even a brow lift can be done in tandem.

EYEBROW LIFT

Pretty Packet: The cost ranges between Rs 6,000-8,000.

What it takes: Botox is injected into the skin and the effect lasts for six months.

Recovery: Several television actresses and Bollywood actors have gone in for the Eyebrow lift.

LIP AUGMENTATION

Pretty Packet: Getting fuller lips for that perfect pout or lending them proportion can cost between Rs 25,000-30,000.

What it takes: An outline marking a fuller and perfect shape depending on the features and proportion of the face is the first step. Botox is then injected to bring about the perfect shape.

Recovery: The patient is advised to be on a liquid diet for two three days or eat food kept at normal temperature.

LASER HAIR REMOVAL

Pretty Packet: Cost ranges between Rs 1,500-2,000 for an upper lip to Rs 5,000 for full face. Removal of hair from the hands

can cost upto to Rs 8,000 while the cost increases to Rs 12,000 for full legs. The results are permanent only after multiple sittings depending on the growth pattern and thickness of the hair.

What it takes: The LASER sends energy into the root of the hair thereby damaging the follicle and stopping hair production.

Recovery: About 2 per cent hair still remains behind.

PENIS LENGTHENING

Pretty Packet: Yet to gain popularity in India, penis enhancement can cost around Rs 2-2.5 lakh.

What it takes: A skin flap is raised in the pubic area and lysis of the suspensory ligament between the penis and the pubic arch is performed while the penis is in a pharmacologically induced erection. In the next stage the penis is fixed in the new forward position and the new length is then covered by advancement and rotation of the skin flap. Generally an average length of around 3.5-5 cm can be obtained.

Recovery: No sex for 45 days and the patient is required to wear loose pants for the same period.

CALF IMPLANTS

Pretty Packet: The cost varies from Rs 15,000 to Rs 25,000.

What it takes: Implants are inserted into the calf through a minor incision.

Recovery: The patient is advised not to walk for a week but total recovery period is not beyond three weeks.

LEG LENGTHENING

Pretty Packet: Costs around \$80,000 abroad but is yet to evoke an interest amongst Indians.

What it takes: The shinbones are broken and the leg is stretched with wires after inserting pins.

Recovery: The painful procedure impairs mobility for about 6 months and the pins can be in the body for months together. The patient gains a maximum of one inch though the total recovery period can take almost a year. <<