

# Hindustan Times

Indian women are more than willing to slip under the knife for 'corrections'

## Plastic Perfect

Jaya Shroff Bhalla

IT'S AMAZING but true. Ninety-eight per cent of urban women don't want to leave good looks to chance and say they wouldn't mind going in for cosmetic surgery to look better.

At least one in 10 corporate urban women has got cosmetic procedures done — plastic surgery, botox or collagen injections — to enhance her appearance, reveals a survey of 200 women (between the ages of 20-40 years) conducted by the department of aesthetic and reconstructive surgery at Max Hospital, Saket.

"The results are a clear reflection of the modern Indian working woman's urge to look good. Not only does it boost one's sense of self, but most women also feel it will help them in their career," says Dr Sunil Choudhary, plastic surgeon and researcher.

"It has its own incentives in the workplace. You get noticed more, which translates into better increments and, sometimes, even quicker promotions," says Sakshi Mathur (name changed) who works for an advertising agency in Delhi.

"Good looks work," says Sayantani Sengupta, who works in a BPO in Gurgaon. "No matter how evolved a per-

son is, he will initially judge you by your appearance. I really don't mind a facelift," she says.

The urge to look good, say surgeons, also mirrors the increasing acceptability of cosmetic surgery in India.

"Till a few years ago, plastic surgery was considered a taboo. But women are now more open to the idea of body correction. The increase in the number of young patients and newer cosmetic options bear testimony to this trend," says Dr Choudhary.

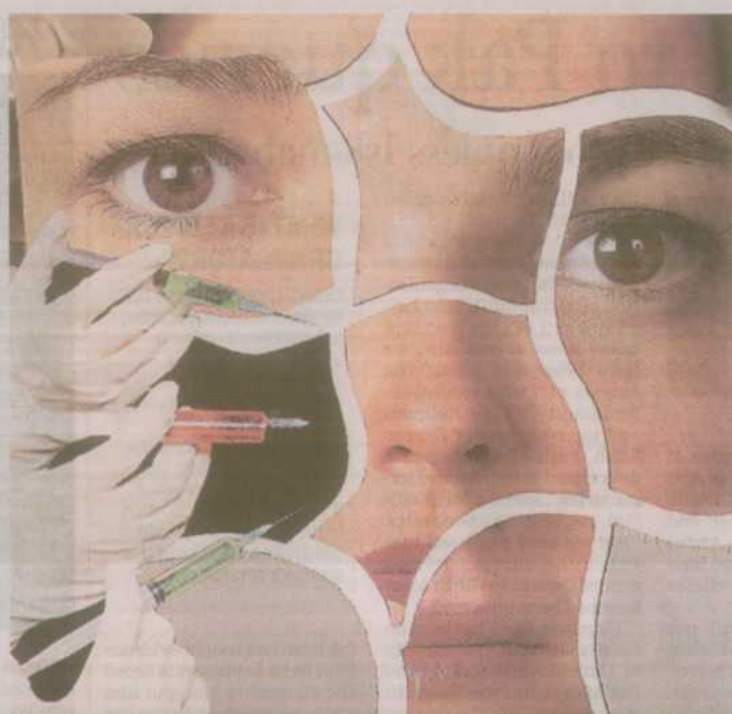
**One in ten working women living in an Indian city has got cosmetic procedure done. It helps in the workplace, they say**

The survey population included 30 per cent women from the healthcare industry, 20 per cent from information technology, 20 per cent from banking and 30 per cent from corporate houses in Delhi.

"Not only did 98 per cent approve of plastic surgery but also said that looking good made them feel better," he adds.

As many as 69 per cent wanted facelifts at some later stage in life. Next in popularity was liposuction — fat reduction — with 70 per cent women saying they will go for it. Non-surgical tools like botox injections and fillers were also clear favourites, with 70 per cent going for botox and 85 per cent for fillers to enhance looks.

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### COSMETIC EFFECTS

**Liposuction (abdomen and thighs):**

Rs 70,000-90,000

**Rhinoplasty (nose):**

Rs 70,000-90,000

**Breast augmentation (includes cost of implants):**

Rs 1.25- 1.5 lakh

**Abdominoplasty (tummy tuck):**

Rs 1.25- 1.5 lakh

**Facelift:**

Rs 90,000- 1 lakh

**Breast reduction:**

Rs 80,000-90,000

**Blepharoplasty- (eye lid lift):**

Rs 50,000-70,000

**Endoscopic eyebrow lift:**

Rs 60,000-70,000

**Botox (every 4 months):**

Rs 15,000-25,000

**Wrinkle fillers (forehead):**

Rs 25,000-35,000

Estimated cost at private hospitals in New Delhi