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Beauty trip

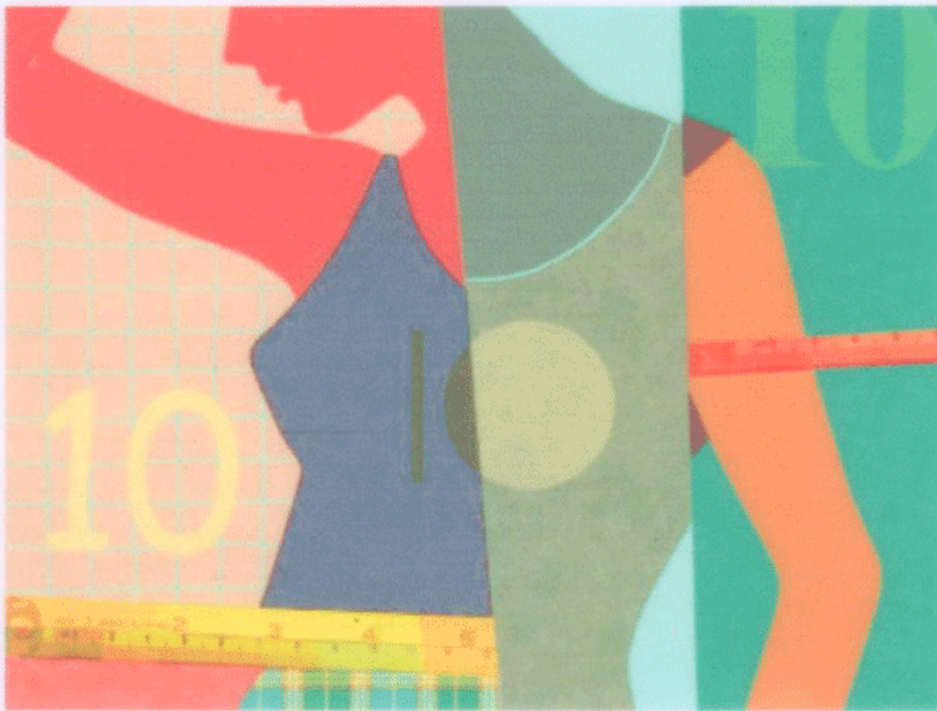
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Tags: Cosmetic surgery procedures, Encompasses both surgical procedures as well as holistic treatments that reshape



Nips and tucks from world class healthcare professionals and infrastructure combined with a rejuvenating holiday has propelled India to one of the top slots as a major worldwide tourist destination for cosmetic surgery. This boom, which is doing wonders for the country's economy, encompasses both surgical procedures as well as holistic treatments that reshape, polish and align one's body to perfection.

There was a time in the '80s and early '90s, when actors would disappear overseas for a couple of months and come back with visibly thicker hair and flatter tummies. But now with public appearances, promotions, TV shows, game shows, mall openings, every

minute is money, and a few months is tough to spare.

So what do stars who need to stay '18 till they die' do? Botox and hair weaves are hidden under caps and bandanas (Saif, Salman), while tummy tucks get hidden under baggy kurtis till a fabulous photoshoot is commissioned by a foreign mag to reveal the new look for all to see (dare we mention a certain Miss Universe?). Because now the stars are getting it done right here in India.

Right from complex procedures like face reconstruction surgeries to rhinoplasty, they're available for almost 70 per cent of the price people would pay in the West, and this has turned India into the cosmetic destination of the world. As the costs of healthcare have been rising globally, an increasing number of people, especially those in developed countries, are looking at India as a destination which can fulfill their medical needs. Interestingly, foreign patients don't come to this country for only serious ailments like complex heart surgeries or orthopaedic procedures. What is slowly emerging as one of the front-runners in the field of medical tourism, is cosmetic surgery.

The lowered costs and infrastructure have worked in the country's favour, and specifically in the case of cosmetic surgeries, which require more innovation and highly skilled surgeons — something India has in plenty, as a majority of the cosmetologists here have been trained abroad and some of them have even worked in top hospitals in the US and UK. The other reason that gives India the edge is the familiarity and comfort level with the English language.