

**Dr.Mohan Thomas - Cosmetic Surgeon**



### **30 going on 20**

**By:** Alisha Coelho **Date:** 2010-07-28 **Place:** Mumbai

### **Cosmetic surgeons had a field day tightening jaws and correcting chins of older models, as they got ready for the fashion weeks in Bangalore and Delhi**

Gone are the days when models found themselves worrying about mid-life crisis even before they turn 30. No longer are the older faces consigning themselves to oblivion, but are ready to fight it out with their younger counterparts for that slot on the ramp. And instilling them with newfound vigour are some of the city's top cosmetic surgeons.

In fact, the recently-concluded Bangalore Fashion Week and Delhi's Couture Week sent cash registers ringing for surgeons with a slew of models, most of them in their mid 30s, lining up to go under the knife. Some do it to bag jobs on or off the ramp; others to simply grab eyeballs.

"I had my hands full two weeks ago when the Delhi and Bangalore fashion weeks were set to begin," said cosmetic surgeon Dr Vijay Sharma.



**ARE THOSE WRINKLES?** A model checks herself out during the Delhi Couture Week.  
**Representation pic**

## **Planned procedures**

Another Mumbai-based cosmetic surgeon Dr Mohan Thomas and a consultant at Breach Candy Hospital operated on five former top models last month, who have either been off the circuit for a few months or have had children. Rhinoplasty for the nose, dermal fillers for the lips and cheeks, breast augmentation and hair transplants are the most sought after procedures, he said and the surgeries are planned well in advance.

"The models aren't kidding themselves anymore. They are aware that once they undergo a cosmetic procedure, there's a chance they could end up at an event with a bruised lip or a sore cheek. There are some who have been receiving treatment since December, but last month I saw a rush like I have never seen before. While some are honest that they are here to look good for the fashion weeks, others don't say it in as many words," he added.

## **Agencies help**

However, these procedures don't come cheap. Non-surgical procedures that include lifts and injectable fillers cost a minimum of Rs 10,000 while surgical procedures start from as much as Rs 50,000. But models don't mind shelling out the sum as the entire bill is not footed by them.

"It's common for models to say that the agency will send us the cheque. We've done lipo-sculpting, jaw line tightening, chin corrections and crow's feet removal for several girls in the last month," said Sharma.

Doctors say there is a rise in trend of older models opting for cosmetic surgeries, as they no longer restrict themselves to the ramp alone. Advertising has opened a whole new world for them. "Seasoned models are getting offers from luxury brands since they want known faces to endorse their products," said Sharma.

## **No new faces**

However, industry insiders say that there's a dearth of fresh faces and hence the older models are back in demand. "There aren't any models in the first place," said Achla Sachdev, a former model and now a choreographer. "We have, what, 30 good models in Mumbai and this is what we call an industry. We use senior models, many of whom have crossed the age of 35, simply because the new ones just aren't that good. That said, in a show with 12 girls, we use four seniors and eight new faces, which is still a ratio in favour of the youth," she said

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