

iDIVA

Want the pretty lunch-hour pout?

Corporate women are now heading to cosmetic clinics to plump up their lips during their noon break. But are they really safe? iDiva explores...

By Ismat Tahseen

You could blame this one on celebrities. Earlier, the hot demands were for John Abraham's dimple or a Jennifer Lopez derrière. Now, it's the pout that's sending women to wellness centres and cosmetic clinics. And it's all happening at lunch hour!

Transform, not enhance...

Plastic and cosmetic surgeon, Dr Meenakshi Agarwal says, "I get lots of women, sometimes girls as young as 20, who want a Priyanka Chopra or Angelina Jolie pout." Cosmetic surgeon Dr Mohan Thomas also affirms the rise in demand for the trouty-pouty lips. "I get lots of office-going women who ask for these lip fillers and they are almost like routine surgery now. In fact, there is a paradigm shift in those seeking the service. Earlier, only models were our clients. Now,



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COST:
Rs 22,000
onwards per
filler.

normal people come in for the procedure. Most ask for the Jolie look. But I tell them they should go for what suits them. It's better to go slow if someone's trying this for the first time. To enhance is okay, but to transform is difficult," he warns.

Do looks matter for a job?

Cosmetic surgeon Dr Aamod Rao says there's a surge in demand for lip enhancements by career-driven women who don't want to leave anything to chance as they vie for the coveted cubicles. "Most women who come to us harbour the notion that if they look better, they will bag the job of their dreams. Moreover, a lip-enhancing treatment takes just 15 minutes and it's not even

painful." One needs to put patients under local anaesthesia to block two nerves and then inject the lips with a collagen filler. Women simply walk out right after the procedure's done and walk into their offices.

Health factor

There are no side effects or complications with these injectable fillers. "One may simply apply ice for a few minutes post lip augmentation," says Dr Agarwal.

Experts say the fillers used can last three to six months. "Some people metabolise faster so it wears off faster," continues Rao. "It also depends on how animated you are and how much movement you make with your mouth. As far as the treatment goes, I advise people against opting for a permanent lip filler as it isn't worth the trouble. Also, it's important that only a qualified cosmetic surgeon or a practising dermatologist do the procedure. And make sure the products used on you are approved by the regulatory body concerned," adds Dr Thomas.



Priyanka Chopra's pout is in demand among corporate women