

# DNA after

## NEWS & ANALYSIS

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## The great corporate Diwali makeover!

From getting a Nefertiti-like neck to a pouty smile, Mumbai's office frat is preening up at lunch hour for the festive season

**Ismat Tahseen**

Of course there's an adage connected with doing your best and looking it too, and no-one's doing that better in the run-up to Diwali than the city's corporate-ville, who are multi-tasking paper and nail filing with botox and business meet-ups with equal ease...

### WHAT'S HOT?

**Nefertiti neck:** Treatment helps increase the length of the neck and reduce sagging skin using botox.

**Nose:** The nose bridge is aimed to be smoother and nasal flares are reduced by injecting fillers.

**Lips:** While lips are plumped as a sign of sensuality, fillers aim to hydrate dry, flaky lips.

**Chin:** Long/short chin corrected.

**Forehead and eyebrows:** Reducing laugh lines.

**Cheeks:** To make more rounded.



“Women really want to look good this season. The number of queries, especially those from corporates — opting for beauty treatments is at a peak now. Non-invasive procedures, botox, dermal filler injections, laser/chemical peels are in huge demand,” she informs.

And it's not just the usual. This time around, people are gifting lavish dentistry treatments too, that cost as much as a lakh! “People want to beautify their smiles at all costs and companies are aiding them in the way of that. I've also got many people asking for laminates,” says cosmetic dentist, Dr Mukul Dabholkar.

Says cosmetic surgeon Dr Mohan Thomas who is also a senior consultant at Breach Candy hospital, “Friday-to-Sunday treatments such as creating a dimple and body shaping require little down time and are extremely popular. So are the lunch time non-surgical face-lifts that take just twenty minutes,” he adds.