

DEFY NATURE, REVERSE AGE

Beauty was never skin deep, but it has gone way beyond creams. Anti-ageing hormones are now the latest rage.

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THE ASIAN AGE

If you are feeling low, unable to cope with work pressure, or failing to get a raise (at work and in the bedroom), it might well be your hormone levels. At least this is what city's leading doctors believe. And they say more people in the city are using their services everyday.

"The days of beauty creams and soaps are over," says Dr Deepak Chaturvedi, who runs an exclusive anti-aging clinic in Mumbai, adding,

"People are now going for more effective methods like bio-identical hormone replacement therapy (HRT) and various other anti-ageing medicines."

Thanks to the advertising industry, which is continuously pouring numerous visuals everyday against ageing, and celebrities like Mandira Bedi endorsing brands like Botox, people are now more open to turn the clock around.

"Everybody wants to look and feel better. Earlier, the only option we had were hair dyes, beauty creams or soaps, whose effectiveness is still doubtful. But with anti-ageing medicines, there is a long-standing and effective solution to skin and hair problems at hand. People want to look younger," says Dr Hasnain Patel, vice chairman of International Board of Clinical Metal Toxicology.

Chaturvedi says that this treatment is gaining popularity not just because it makes one feel younger, or treat wrinkles, but also because it is effective in treating illnesses like obesity, menopause, andropause, memory lapses and also helps in giving one a longer and healthier life. "Menopause

and andropause were, for a long time, considered a normal phenomenon, but these are now curable with a dose of hormone, which is available for anything between Rs 8,000 to 15,000," he says.

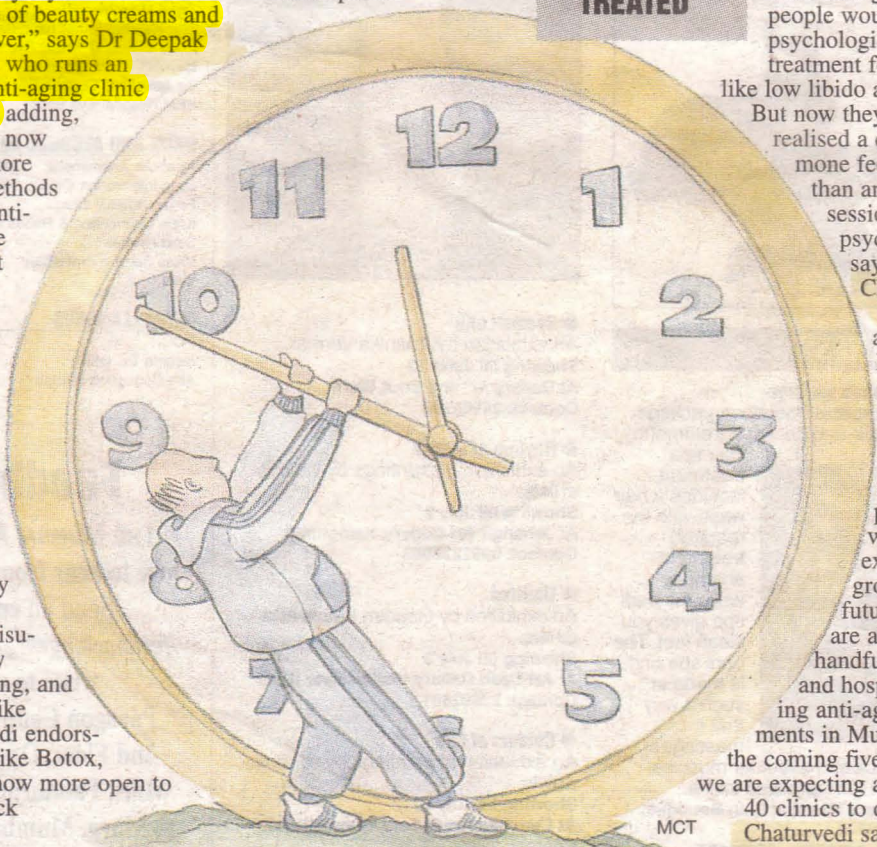
He says that people come for anti-ageing treatments mainly because their partners complain to them about their low sexual drive and energy, their friends complain of them becoming boring and looking older than their age, have lost interest in work or are just suffering from low confidence levels.

"NOT ONLY DO PEOPLE FEEL YOUNGER, EVEN ILLNESSES LIKE MENOPAUSE CAN BE TREATED"

Chaturvedi mentions that when they started operating in Mumbai two years ago, people considered anti-ageing medicines as unnatural, but since then their perspective has undergone a sea change. "Earlier people would go to a psychologist to get treatment for problems

like low libido and energy. But now they have realised a dose of hormone feels better than an hour-long session with a psychologist," says

Chaturvedi. However, according to him anti-ageing medicines are still at a nascent stage compared to the west, and he expects it to grow in near future. "There are already a handful of clinics and hospitals offering anti-ageing treatments in Mumbai, and in the coming five-six months, we are expecting another 30-40 clinics to open here," Chaturvedi says.



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