



SHIFTING TRUSTS AND TRENDS

Clients are feeling increasingly safe in the hands of Dermatologists and Cosmetologists for Anti-ageing and Slimming Treatments. Read on to find out if Medi Spas should be worried.

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Whoever said that you can't turn back time must have not met dermatologists and cosmetologists, or perhaps visited a medi spa! These experts can often reverse the hands of the clock and make you look several years younger, slimmer...in short, lovelier!

Until a few years ago, medi spas were 'the' answer for many treatments, the go-to places for services such as anti-ageing and slimming. Times are changing and now a number of people prefer going to dermatologists and cosmetologists for such treatments, instead of medi spas.

MOVING FROM MEDI SPAS



Dr. Jamuna Pai, Chairperson and Founder, Blush Clinics, and one of the pioneers in cosmetology in India, has also noticed the

change. She shares, “With the New-Age generation being increasingly aware, well-read, well-informed, thanks to the evolved technology at their disposal, there has been a shift in people visiting experienced physicians; at least, largely for anti-ageing treatments. For hair loss and repair of damaged hair, too, earlier, it was more of visits to medi spas. Now, for hair restoration, nail treatments, etc., too, a growing number of people choose to visit dermatologists and cosmetologists.”



Dr. Swati Srivastava, Dermatologist, Sketch Clinics, Mumbai, elaborates on some of the reasons behind the shift, “Dermatologists

offer more personalised treatments, depending upon different skin requirements of different people. For instance, some people may need procedures to treat age lines, along with procedures to address skin dullness. At the same time, they might have sensitive skin that may not be amenable to regular facials and massages. Dermatologists can offer detailed solutions in a more comprehensive and tailor-made way. Further, they can offer advanced slimming solutions, such as body sculpting, etc.”

The optimum levels of safety and care taken by dermatologists and cosmetologists is what attracts a growing number of clients towards



them. **Dr. Apratim Goel, Cosmetic Dermatologist and Laser Surgeon, Cutis Skin Studio,** Mumbai, adds, “Anti-ageing, body contouring, and

fat loss treatments can have some side-effects, which only dermatologists are aware of and careful about. We follow ideal protocols before starting such

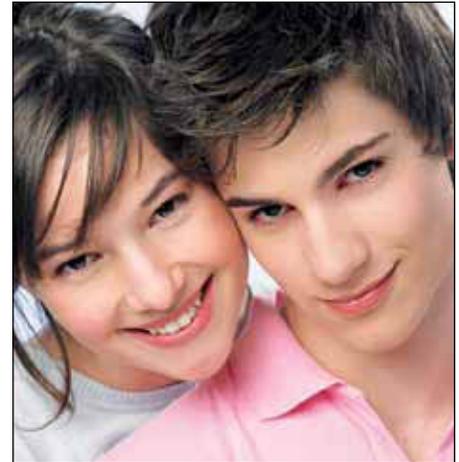
treatments. During our consultations with prospective clients, we brief them about the respective treatment, its mechanism, results and side-effects. This makes the client highly aware and, hence, comfortable to go ahead with the procedure. Very often people experience side-effects after getting a treatment done from an unauthorised person or a medi spa. They then come to us, and we correct whatever has gone wrong. We have complete and detailed knowledge about these treatments and thus, such side-effects rarely occur at our clinic. While dealing with patients undergoing cosmetic treatments, repeated consultations are needed to set their expectations to a reasonable level. This builds a relationship of trust and confidence between the doctor and client.”

Speaking about why this shift makes sense, Dr. Pai comments, “With due respect to medi spas, I find this move very pragmatic. As I mentioned earlier, today, people are aware of all the treatments, products being used for a particular result, longevity, safety, and social downtime involved with any treatment they wish to undergo. They understand that these are best done in the hands of qualified and experienced physicians.”



Dr. Rav Sharan Singh, Owner and Director, GH Derma Center (a medi spa and skin institute), tells us how medi spas, too, are playing safe these

days. He says, “Recently, there has been a shift in the approach towards cosmetic procedures. In the West, people are visiting dermatologists, as they feel that they are more professional in their approach. Dermatologists and cosmetologists understand the side-effects of these treatments in greater depth. They are also expanding their expertise by specialising in such cosmetic



procedures. Nowadays, lawsuits are becoming very common, and thus most medi spas are playing it safe by appointing a qualified person for consultations and treatments.”

FACTS AND FIGURES

Backing her opinion with some facts and figures, Dr. Srivastava notes, “Over the last five years, Sketch Clinic’s footfalls and business has gone up by 50 per cent. While some of it has to do with the increased openness and awareness among people about cosmetic procedures, such as Botox, some of it is thanks to the shift towards cosmetologists from medi spas. Today, people experience greater comfort when they entrust themselves into the hands of a trained doctor.”

Dr. Pai shares, “For anti-ageing and, more so, for maintaining a youthful look of the skin, in the last 10 years, I have seen a steady increase in the inflow of clients by almost 60%. I do not have slimming or weight loss treatments at any of my clinics.”

At the end of the day, the one thing that any client wants and looks forward to is — an answer to their respective skincare, haircare, and fitness queries and needs. Be it a dermatologist, cosmetologist, or a medi spa, it’s every expert’s duty to answer these queries and needs completely, and give the client a feeling of safety...and a smile! 🍷