

Are you game for posterior facial?

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With belfies going viral online, it has triggered off a new beauty treatment — 'butt facial'. Gaining momentum around the world, here's looking more at it...

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A number of Hollywood celebrities are swearing by glowing bums, which they attribute to a novel beauty treatment known popularly as the butt facial or posterior facial. However, this trend of a facial for the butt is not just restricted to the Western world alone; it seems to have caught up in the country as well.

According to international reports, women abroad are going in for this treatment, which costs a whopping \$500 (approx ₹ 30,000), to enhance and polish their butt. However, the basic treatment in India costs about ₹ 3,000 to ₹ 5,000.

WHAT IS A BUTT FACIAL?

Says dermatologist Dr Apratim Goel, "This 40-45 minute treatment uses chemical peels, lasers and moisturisers to smoothen and tone your butt. It has been especially designed for women, who are hesitant about dressing up for pool parties or going out on the beach, wherein you may have to wear swimwear, which exposes a part of your butt."

TREATMENT IN INDIA

Butt facial in India is done by deep cleansing the area to tackle dry and uneven skin tone, followed by the application of a body scrub. The area is scrubbed for approximately 15-20 minutes, before it is massaged with seaweed and aloe vera to lighten the complexion. It is then completed by spraying hydrating mineral water, which seals the benefits of the facial.

HOW DO YOU STAND TO BENEFIT FROM THIS FACIAL

There are more than one benefits of getting a posterior facial done. It softens the skin and helps reduce rashes and scars. It also reduces stretch marks and lightens the blemishes. As soon as the skin is exfoliated, it reveals the underlying skin, which gets moisturised and supple with the application of the hydrating gel.

OTHER TREATMENTS THAT ARE IN DEMAND

With the butt facial catching the imagination of women across the world, the related facials are also gaining in popularity. One such treatment is the vagina facial, which includes a therapy called the 'gommage therapy'. This therapy involves a gentle, but a highly effective form of exfoliation to make the area soft and smooth. It also helps women deal with problems such as dry skin and ingrown hair around the area.

So, are you geared up for the beach parties this season? The glow from these facials are sure to make you the object of envy.

CURB BINGE DRINKING THIS HOLIDAY SEASON



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When the holiday season is around the corner, try not to indulge in binge drinking as bad habits we pick up in our youth may stay with us later in life, cautions a team of researchers.

While a few extra drinks might be brushed off as holiday cheer, they can actually signal a problem in young adults. "Most people do not even know when they are binge drinking," said Erin O'Loughlin, researcher at a US-based university.

"While they do know when they are wasted, the reality is that four consecutive drinks per sitting for a woman and five for a man constitute binge drinking," he noted.

The new findings emerged from the Nicotine Dependence in Teens (NDIT) study.

NDIT has been keeping a tab on the mental health, drinking habits and physical activity levels of 1,294 young people since 1999, when they were in their early teens. The study suggests that out of 85% of respondents who continue heavy drinking into early adulthood, may face long term consequences.

Further, those who've left formal education behind at an early age and those who have a tendency toward impulsive behaviour are more likely to sustain the drinking habits they formed in adolescence, the findings showed. "Parents should be aware that if their teenager is into binge drinking, they are more likely to sustain binge drinking later in life," O'Loughlin said.

IANS



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