

Looking Good Even in Times of Crisis

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16 February 2009

DUBAI - Does spending on beauty treatments really matter during these trying times?

While some would agree that non-essential beauty services can temporarily take a back seat, others say that looking beautiful is top priority.

However, beauty experts say that despite the downturn, the demand for luxury pampering and beauty therapy remains high, with customers keen to seek out the latest techniques for improving their appearance.

Farangis Sharapova, a beauty therapist at Jumeirah's Medcare Hospital says services which would normally be considered an indulgent luxury, appear to be as popular as ever, even in these trying times.

"We may well be experiencing an economic recession at the moment, but I've found that there is still a very high demand for products and services that have been designed to promote health and beauty," said the therapist.

"Perhaps people think that it's important to meet difficult times by looking their best, but I've had a lot of my clients asking about the latest technologies that have been formulated to keep them looking their best," she adds.

On the other hand, cosmetic surgeon Dr Luiz Toledo says that patients are opting out of treatments that do not require a long term stay in hospital.

"Botox is still popular but demand for procedures such as liposuction that require a hospital stay is dropping," he adds. "The money to spend is still there, but people are cautious. They are waiting for stability to return," he explains. He also says that there has been a drop of at least 20-30 per cent in the number of patients seeking cosmetic surgeries.

The situation has also prompted therapists to devise beauty plans according to patient budgets.

According to Sharapova, there are a number of therapies now available that utilise new developments to promote both beauty and health.

One particular technique that she cites promises to alleviate the burden of slimming by removing excess fat from the body through a combination of radio frequency waves and skin suction. The benefits of such fat reducing treatments are not just about vanity and appearance, however, as they can form an integral part of a healthy lifestyle which promotes wellbeing and reduces the likelihood of developing certain illnesses.

"Obesity is linked to a range of ailments that include diabetes, heart disease and high blood pressure," said Sharapova. She is also convinced that even during times of economic austerity, techniques such as radio frequency fat reduction makes sound financial sense from a health perspective.



"There is a monetary value associated with developing illnesses from being excessively overweight, as well as a human cost," she said.

"Being overweight can result in a financial burden, so losing excessive body fat through a combined therapy of fat reduction, along with exercise and a good diet, may save a person a great deal of money in the long term," she added.

Dr Toledo, who is also associated with International Modern Hospital, said they are studying methods of cutting costs without compromising on patient satisfaction.

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