

# Grooms now want pre-wedding cosmetic procedures

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**T**raditionally, brides do everything possible to look their best on their wedding day, while the grooms, at most, opt for a facial. However, the trend is slowly changing. More and more men are heading to clinics to get aesthetic beauty treatments, thanks to the hoopla associated with the big, fat, Indian wedding. They are opting for a gamut of aesthetic procedures, from treatments as minor as dermabrasion and chemical peels, to procedures as major as getting botox and fillers, and hair transplants.

"During the wedding season that typically starts in November and goes on till March, the footfall at our clinic increases by 20%-25%, compared with the rest of the year," says Mumbai-based cosmetologist and dermatologist Dr Rashmi Shetty. Cosmetologist Jamuna Pai says that out of this, 30% of the business today is accounted for by would-be grooms and 70% by would-be brides. "Ten years ago, men would have been just 10% of this number," she adds.

The reason is that when brides do everything to look their best on their big day, the grooms don't want to be left behind. Dr Gulhima Arora, Delhi-based consultant dermatologist and aesthetic medicine specialist, says, "The boom in the Indian wedding industry means that even men come in for rejuvenation procedures. I mostly get clients who want to correct a groove under the eye, or who want a masculine jawline and broader chin."

Some of the common treatments that men want are beard-shaping, hair-renewal procedures like PRP-treatment, body hair reduction, skin rejuvenation procedures like diamond polishing, oxygen therapies, botox to treat frown lines and crow's feet, and fillers for the cheeks. A small percentage of slightly older grooms are also going in for the expensive HIFU (High-intensity focused



Some of the most popular pre-wedding procedures among grooms include getting botox and fillers

## WHAT MEN WANT



- Anti-acne treatments and scar-removal procedures
- Skin rejuvenation with fillers and oxygen therapies
- Anti-aging treatments like botox
- Body hair reduction
- Chiseled beard

ultrasound) treatment to lift their faces without the use of needles. And well, they are ready to spend anything from ₹20,000 to ₹1 lakh for the procedures.

Bengaluru-based dermatologist Dr Sachith Abraham says, "Some men think about their looks only when it is time to get married. Most of my clients in the city ask for treatments to combat early hair loss, which is very common in Bengaluru. They also opt for scar removal, laser and micro needling ses-

sions. The numbers are steadily increasing."

Most of the men want subtle changes that leave them with a younger, fresher-looking face, with no downtime. Dr Rajat Kandhari, dermatologist and specialist in aesthetic procedures from New Delhi, says, "It helps that many places also offer couple bridal packages to attract more men. I get up to 20 queries per month, and approximately 10 people coming in for some treatment or the other."

Arun Bagri, an investment banker in Bengaluru, says, "I went for a hair transplant before my wedding as I did not want any embarrassment when the focus was on us. The transplant left me with a full mane and I was more confident, as I started looking younger."

Grooms who want to shine on their wedding day should ideally head to a clinic six months before the big day to give time for the results to show. A word of advice: Do not fail to follow post-procedure instructions even during all the shenanigans leading up to the wedding.

