

21°C (+1)

Rain in the last 24 hours: 72 mm
Relative humidity: Max 75%
Min 46%

Times Classifieds | P 6, 8, 10 & 14

information and broadcasting minister P
muni said.

The proposal had been mooted by the

In Navratri season, back polishing is the newest trend

Umesh Isalkar | TNN

Pune: Thirty-eight-year-old Sonali Mhalgi is getting ready for Dandiya night: Besides the usual facial and bleach, she's tried something new this time — back polishing.

Mhalgi, a model co-ordinator, says, "I am a member of the PYC Hindu Gymkhana. I learnt about back polishing from an advertisement on the notice board of our club. When I approached the cosmetic surgeon, he explained the proce-



CHALO RAMYA

...dure and it seemed perfectly safe, so I decided to go for it."

Almost as popular as the 'backless chaniya choli' during Navratri, back polishing is a beauty treatment catching on fast. It involves a combination of microdermabrasion, chemical peels and laser treatment and is carried out in sessions of half an hour each. Depending on one's skin type, a patient can get results even in one session, which costs approximately Rs 3,500.

"Along with dressing well, looking good is integral to the

Dandiya-Garba festivity. For this, a perfect back with glowing skin is a must, especially when wearing the special 'chaniya choli'," said plastic and cosmetic surgeon Avinash Deodhar. Deodhar has been offering back polishing treatment for the last three years. In recent times, more and more women opt for non-surgical rejuvenation treatment in quest of that glowing skin, he added.

"It is a trend that we have noticed over the last three years," said plastic and cosmetic surgeon Parag Sahasrabudhe. "It's not just young women but middle-aged homemakers who come for treatment as well." Since the procedure is painless and requires no anaesthesia or hospitalisation, it is very popular, he added.

Considering the growing demand, cosmetologists in the city have resorted to advertising this facility. "With increased awareness among the people, back polishing has become a popular seasonal trend over the years. This year, we came up with a poster advertising 'back polish' for the first time," says Nishigandh Dasharath of the advertising agency Chakra.

Sandeep Kankariya, one of the organisers of the Dholi Taro Dandiya at Bibvewadi sums up the trend best. "When it comes to participation in Dandiya, manifestation of feminine beauty always finds newer expression," he says. His organisation receives around 3,000 participants every day during the nine-day festival.

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