

COVER STORY

Anti-ageing market Gets a thumbs up

by Zainab Morbiwala

The anti-ageing market across the world has grown exponentially in the last five years. While the conscious consumer of the US is known to be most experimental and aware of anti-ageing services and products, *Salon India* taps the current market dynamics of India and the potential of anti-ageing products and treatments available

aptly decoding the growing popularity of anti-ageing products in India, Dr Blossom Kochhar states, “The anti-ageing market in India has grown manifold after international players introduced the concept that looking young and radiant was never so easy. With various brands offering products with multi-benefits and one-stop solutions, the anti-ageing market is seeing a boom in the country, thereby massaging the aspirational needs of the nation.”

The origin

The ancient Egyptians and Chinese, according to a report, were the pioneers in bringing out products that worked to give one a younger-looking skin. The goodness of olive oil was well taken into consideration by the Egyptians. Not far behind was our very own Vedic culture that brought in remarkable feats of Ayurveda and Yoga to ensure the turning back of years on the skin. History since then has been witness to the introduction and availability of countless products. The last few decades, especially, have seen a spurt in specialised clinics and treatments and yes, Hollywood and Bollywood remain major



These beauty brands are known to be the best in the anti-ageing category



contributors for luring women, and for that matter men too, to look and pose young!

Options available

If Allopathy and Ayurveda have been offering timeless solutions in this genre, then how can homeopathy be far behind? Dr Mukesh Batra of the Dr Batra's fame has an interesting perspective to share when he says, “The global population is ageing; all the more reason why anti-ageing treatments and aesthetic medicine have emerged as a healthcare concept in their own right – providing tangible solutions to extend one's healthy lifespan. Science and technology, too, have provided the required momentum to the anti-ageing industry. The outcome is obvious – anti-ageing and aesthetic medicine is now a multi-disciplinary, multi-speciality area, which uses the best there is in biochemistry, biology and physiology to stop ageing in its tracks.”

Adding further, he says, “This is not all. The exciting advancement in stem cell research, therapeutic cloning and nano-medicine is what the good doctor ordered. This is being increasingly channeled into

new, ‘skin-titillating’ and anti-ageing applications to improve and extend human lifespan and good looks! This is again expected to bolster anti-ageing medicine with a profound and permanent impact on the future – of anti-ageing preventative healthcare and not just therapeutics alone.”

Tapping the pulse of the market is Dr Manjiri Patankar Puranik, MBBS, MD, Founder, InstaSculpt, when she says, “An increasing number of youngsters are opting for non-surgical treatments to obtain the desired results and maximise the ‘likes’ on their pictures in social networking sites like Facebook.”

The foundation

Dr Mohan Thomas, a reputed cosmetic surgeon from Mumbai, stresses the demand for anti-ageing and explains why salons need to pull up their socks to provide in-house treatments. Says he, “Since decades, ageing gracefully has been the popular trend. However, today it is about fighting the ageing process and resisting it. From seeking creams and lotions, people are now on the look-out for actual



Clockwise: Bharti Taneja, Dr Blossom Kochhar, Dr Manjiri P Puranik, Dr Vikas Gawri, **Dr Vrushali Rane, Dr Deepak Chaturvedi** and Dr Jamuna Pai

treatments, especially because they are now available with little downtime. Skin rejuvenation has been the mainstay of anti-ageing treatments, whether it be in the form of chemical peeling or laser treatments. Whenever there is a new trend introduced, there is always some initial resistance and in the case of our subcontinent, this is primarily due to the fear of comments from our closely knit society. These anti-ageing treatments are provided through salons as well as doctors' offices. I suspect that the number of people seeking these services through salons will see a phenomenal growth, perhaps, because of the mindset of people who might be more comfortable running into their friends."

Dr Jamuna Pai introduced the miracle called Botox in the country and since then the aesthetics industry has taken a completely new dimension. Sharing a detailed overview on the emergence of anti-ageing corrective measures, she says, "When I started Blush Clinics in the early '90s, the concept of beauty was restricted to the basic beauty parlour treatments. While women in India have always been conscious of

the way they look and appear, the options available to them were few. It wasn't until about a decade ago that anti-ageing gained popularity in India."

Citing the initial challenges faced, Dr Pai states, "In the beginning, there were no protocols for Indian skin - they were referenced either to Caucasian skin, African skin or Asian skin. My biggest challenge, and subsequently my biggest achievement, was the fact that I was able to identify and establish these protocols. Over a course of time, as laser treatments gained ground in India, along with the manufacturers and distributors, we were able to set protocols for Indian skin. This experience is a great USP because understanding what works and what doesn't for a specific skin type is half the battle won."

Sharing reasons for the growing thrust on anti-ageing products and procedures, India's first anti-ageing physician, **Dr Deepak Chaturvedi, MD (Medicine), Physician Endocrinologist, Diabetologist, Anti-Ageing Specialist and Bariatrician states,** "There are justifiable reasons for it, which include increased paying capacity (affordability) and

awareness, media pressure, preference for unblemished beauty, increased socialisation, desire to look and feel young in comparison to peers, making an impression, influence of Bollywood, access to the Internet, globalisation and acculturation, easy paying options, medical tourism and, of course, the onset of satellite television."

An early pioneer in the genre of introducing anti-ageing treatments, Bharti Taneja is a known name in the industry. She takes pride in introducing India to the marvels of laser technology to reverse the effects of age on the face. She shares, "We launched laser in 1990 when people were not even aware of the concept. A very popular treatment – Young Skin Mask – was introduced in 1992. Lasers, chemical peels and microdermabrasion really help in anti-ageing and I feel it gives women a sense

of empowerment as they age. The journey has been quite incredible and I only hope men and women will keep benefiting from these procedures and enhance their appearance, not cover it."

Setting the ball rolling

Sharing details on the current market dynamics of anti-ageing products and procedures, **Dr Chaturvedi states,** "The marketing and use of interventions claiming to prevent, retard, or reverse ageing seem to have increased substantially in recent years. There are no statistics on the size of the overall anti-ageing market, but there are some estimates available. It is estimated that the anti-ageing market was about US\$ 43 billion in 2002, which increased to US\$ 64 billion by 2007. The present anti-ageing global market is estimated at worth US\$ 130 billion.





Treatments at Amaya Clinic, Mumbai

Zerona Lipolaser: USFDA approved for circumferential reduction or inch loss. It takes six to eight sessions on an average with each session costing ₹5,000.

Non-surgical Body Contouring: It is the combination approach that makes Amaya the leader in non-surgical body contouring. The brand's USP lies in the fact that they offer not just inch loss, but also skin tightening in the same package. Most obesity centres have separate packages for inch loss and skin tightening. Normally, it takes 15 to 16 sessions for the tummy region with each session costing ₹5,000.

Laser Hair Reduction: A medical boon for today's woman and some men too! Their different size laser heads for different body areas makes it a very fast and easy option for customers. The procedure is very economical, and a single session for upper lip costs ₹500.

The Indian anti-ageing and aesthetics market is set to attain high growth rate in the wake of new developments. It is projected that the market will be growing at a rate of 10 to 15 per cent. There has been a notable surge in the



Popular anti-ageing brands

- Aroma Magic
- Aroma Treasures
- Aseptia
- Aurvedic
- Babor
- Dabur Uveda
- Garnier
- Himalaya
- Jergens
- Jovees
- Kaya
- L'Oréal
- Living Proof
- Lotus Herbals
- Olay
- Phytomer
- Shahnaz Husain
- Silicium
- Skin Truth



past five years, mainly due to the increasing demand for aesthetic procedures from the urban cities of Mumbai, Delhi, Kolkata, Chennai, Bengaluru, Pune and Chandigarh. The growing sector of medical tourism is also adding to the growth of the Indian cosmetic surgery industry. An increasing number of foreigners, mainly from the European countries, US, Middle East, Asian and African countries are visiting India for getting their cosmetic surgery done because of lower costs and satisfactory services provided here."

Talking specifically of India, Dr Batra shares, "The country's

skin care market is pegged at a whopping ₹3,000 crore. The anti-ageing cosmetic market's share in it, at the moment, is slated to be just 2 per cent. Yet, the high-point is that the anti-ageing segment is the fastest growing industry – at a massive 93 per cent every year. This includes over-the-counter (OTC) products and other office-based aesthetic procedures." Says Dr Thomas, "The number of anti-ageing skin care products launched between 2009 and 2012 has doubled. The western markets have accounted for most of them."

Manish Taneja, Co-founder and CEO, Purpille.com which specialises in online retailing of beauty products, shares interesting dynamics, "Anti-ageing for us is still a nascent category, but with tremendous growth rates. This product category, which formed less 1 per cent of the orders in October 2012, has increased to 8 per cent of the total orders. Brands with anti-ageing products range from ₹130 to ₹7,000 per bottle. Not all the brands have an SKU in anti-ageing, but they are coming up with an anti-ageing line-up. From our perspective, Olay seems to be a clear leader with an innovative line-up of products in the anti-ageing category." Adding

further, he states, "Consumers who buy these products are mostly below the age bracket of 25 years and are conscious about how they would look when they are 40. Brands like Olay, Ponds, Shahnaz Husain and Kaya have products in the mid-range (₹500 to ₹1,000), which leaves consumers with plenty of options. The price point starts at ₹130 (Garnier) and goes up to ₹7,000 (Babor)."

A prominent player that has managed to carve a niche for itself in the salons is Kéraskin by L'Oréal Professionnel, which offers exclusive rituals to their discerning clientele with exclusive salon tie-ups. Players like Amway and Oriflame, which follow a direct selling model, have their representatives talk of the product to people interested via means of small get-togethers at home or through distribution of booklets.

Says Sharmili Rajput, Marketing Director, Oriflame India, "This industry is not restricted to women only. According to a consumer survey done by Kuick Research, titled *India Male Cosmetics Market- Consumer Insights 2012*, many men are now using anti-ageing products. Kuick estimates that the growth opportunities are high in this segment."

Dr Batra further states,

