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Viru's hair-raising tales

NEW LOOK Sehwag endorses hair transplant, urges fans to do it

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NEW DELHI: Viru has got a new head of hair and he cannot stop crowing about it.

Newly-appointed as the "Brand Ambassador of Direct Hair Transplant" by Asian Roots Spa, Indian cricket team's vice-captain Virender Sehwag is now urging his fans with receding hairlines and thinning hair to opt for hair transplants, like he did in January 2009 just before the Sri Lanka series.

"I love it. I'm looking 5-10 years younger and my wife tells me I'm looking good. We are happy. I recommend hair transplantation to all my fans," he said.

Sehwag, who has recently

been seen cheering Team India during World Cup Hockey Since he's an ambassador for one of its sponsors, has a clutch of endorsements in his kitty, which range from soft drinks to sticking plaster (band-aid), drink supplements and fabric.

He, however, doesn't think his new head fuzz will add to his marketability in the ad world. "India doesn't have a transplant culture as even bald men get ads. People want hair for style and shampooing. I also wanted that," he said. For those who pay, the cost of an implant a la Sehwag costs between Rs 80,000 to Rs 6 lakh, depending on the amount of hair transplanted. For Sehwag, of course, money is no constraint.



■ Sehwag.

"I can't believe how quickly it changed my life. It's pain-free, simple and involves no stitches and surgery. A couple of my friends have also done it," he gushed, running his hand through his newfound hair.

He claimed he has even recommended it to his friends,

none of them from Team India though. "No one in the team needs a transplant," he said.

According to Sehwag, the hair hasn't done much for his confidence. "I was always confident. Now it looks good when I face the camera," he said.

Sehwag's hair makeover, however, is far from over and he needs another two sessions to cover the bald patch on his crown. "We transplanted his own hair taken out from the back of his head to the bald patches. His treatment is not over and he needs two more sessions to cover his crown and the thinning in the front of his head," said Dr Arihant Surana, medical head, Asian Roots, who did the transplant.