

**PUBLICATION** : THE ASIAN AGE  
**EDITIONS** : NEW DELHI  
**DATE** : THURSDAY, 11/06/ 2009, PAGE, NO: 21

# Students ban the tan

The new academic session will begin soon, and girls are going in for skin lightening facials and anti-tan treatment to look picture perfect

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THE ASIAN AGE

**E**ven as mission admission is on, some youngsters are also on a parallel mission — how to look perfect for the new academic session. And cashing in on this are salons and beauty clinics in the capital.

According to several dermatologists there is a rise in enquiry as well as younger clients who are going in for anti-tan treatments to get a smoother, even toned skin.

Says Dr Soni Nanda of Kaya Skin Clinic, "More and more youngsters, some gearing up to join college, are going in for anti-tan treatments. In India, people are obsessed with fair skin, however, not many youngsters know the difference between pigmentation and tanning. Tanning is darkening of skin due to exposure and it is removable, pigmentation could be hereditary. Most girls complain their arms, shoulders, back, legs get tanned and want their original skin tone back. These girls are 17-18 years old and are looking forward to their new academic session."

Dr Arihant Surana, medical head, Asian Roots, Medi Spa says, "We have certain lightening facials where we use serum which is infused in the skin with 100 per cent oxygen and peels, one of which is lactic acid peel which removes superficial tanning. Girls are clear they want an even looking skin. They want to look just about perfect before their first day in college."

Dr Surana claims he hasn't come



(Above) Students gearing up for college. Pic for representational purpose only. (Below) An anti-tan treatment underway at a clinic in the capital

PHOTO: SONDEEP SHANKAR



across any side-effects of these treatments. "Once the treatment is over, patients have to take care to maintain their skin."

Seconds Dr Nanda, who adds, "They must take care of their skin, as it has the tendency to get tanned. We ask our clients to use a good sun protection (SPF 15), use physical protection as well, shades, hats, umbrella and wear a cotton jacket in case they are wearing a spaghetti."

Seventeen-year-old Renu Arora says, "I don't have a big budget and intend to pay from my pocket money. I am thinking of trying out

the anti-tan facial first to see if it makes a difference. I don't want to be the odd one out on one of the most important days of my life," she reasons.

Prices vary according to the treatment undertaken, for example, at Kaya Skin Clinic, anti-tan treatment begins at Rs 1,000 upwards and at Asian Roots Medi Spa, treatment begins Rs 1,400 upwards. "It completely depends on the package," affirms Dr Surana.

Dr Mahua Chatterjee, dermatology head, sales and customer care, VLCC, does not advise anti-tan treatments for girls below 18 years. "We get enquiries from 13-14 year olds, but we tell them that a sun block is enough for them. Our treatments begin Rs 1,500 upwards. We also have AHA manicure and pedicure which removes tan and is priced anywhere between Rs 200-300," she says.

Those with low budget prefer the neighbourhood parlours. Tanvi Sharma, 19, relies on her monthly herbal anti-tan bleach. "I like it and it is not heavy on the pocket too," she adds.