

THE INCREDIBLE SHRINK TRICK

When it comes to aesthetics, why should women have all the fun? Here are the newest cosmetic procedures that can refresh your looks and help you stay competitive in personal and professional life.

There was a time when men were judged purely on the basis of their skill set, and it didn't really matter to anyone if a strand of hair was sticking out of his nose or his waist size was continuously growing like the debt in American economy, but times, for good, have changed. No more you can take your appearance for granted and aesthetics is a must to not just make the first impression but also to continuously inspire those around you. That's why cosmetic corrections are being massively patronised by an increasing number of men. FHM visited one of the leading aesthetic centres in the country, Reva, to demystify the buzz around male aesthetics.

12%
of the men weighed over 90 kg. Now that's quite a lot.

37%
is the age when the risk of putting on weight is the maximum.

20%
Of Indian men are extremely obese which means BMI over 30.

38
is the age when people who were fit at 26 are most likely to get fat.

UNABLE TO BURN FAT CELLS? FREEZE THEM



Cool Sculpting: Not all fat cells can be strained out of the body through diet and exercise, and to release them you need to do something more like Cool-sculpting, which is a new, noninvasive, clinically proven procedure available at Reva that freezes and naturally removes stubborn fat that other weight loss regimes can't. The said therapy doesn't leave any scar on the skin, the patient can watch a film or work on the laptop during the sessions and on an average 25% of the fat can be reduced from the affected area. As soon as the session is done with, the client can get back to



work, and the best part of the procedure is, nothing of what you lose comes back. Isn't that a win-win situation. We tried this therapy at Reva and the outcome turned out to be stunning. Post the session, we had a quick chat with Dr. Devinder S Mangat, the world renowned cosmetic surgeon and the chief medical director at Reva about cool sculpting and he said, "It is a nonsurgical proven technology that reduces fat in a safe, painless and relatively quick manner. In a society that is rapidly progressing, it is important for us to look our best and project a positive image."

REDUCE UNWANTED HAIR

Unwanted hair making you look like a caveman? Reva Aesthetics can come to your rescue. Be it the ingrown beard hair, facial hair, ears/nose excessive hair or chest hair, with the help of pioneering latest technology, they can help you get rid of any type of unwanted hair. Their revolutionary Dual Technology, which has been introduced for the first time in India works on every type of hair and skin, so even foreign travellers can benefit from such services. In this laser treatment, the hair removal is targeted at the roots and with optimal session it leads to permanent hair reduction. This treatment is done under a strict supervision of a doctor as per individualised parameters safe for ones skin and hair type. Further briefing about the treatment, Dr. Devinder S Mangat said, "Permanent hair reduction is a safe and proven method. The Candella Gentlelaze Hair removal laser is currently the most successful technology to get rid of the unnecessary hair. At Reva, we adequately numb the area with topical anesthetic cream before proceeding with the laser treatment. This makes the entire procedure painless."



Reva is poised to be a state of the art aesthetics clinic that would offer full spectrum of aesthetic services for skin rejuvenation and total face and body enhancement using non-surgical treatments. The surgical procedures will begin in phase II. Each client would undergo a thorough evaluation by experienced and well trained physicians who will then formulate a treatment plan that will be initiated. At Reva, you can also benefit from other non-invasive procedures like non-ablative skin rejuvenation, acne scar treatments and skin lightening. They also treat excessive folds and wrinkles in the skin using appropriate fillers such as Juvederm, Restylane, Perlane, Belotero and Radiesse. That's not it. Reva is also popular for taking care of the facial skin blemishes and pigmentation using chemical peels, non-invasive lasers and skin-care products.

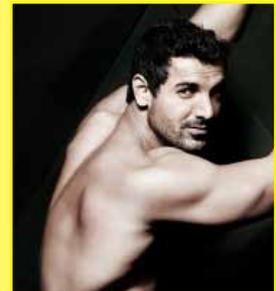
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FITNESS ICONS



VIRAT KOHLI

India's cricketing hope also inspires fitness enthusiasts.



JOHN ABRAHAM

He is the god of people who are into fitness.

OUR EXPERT



Dr. Devinder S. Mangat is a world renowned facial plastic surgeon and otolaryngologist who has served as the president of the American Academy of Facial Plastic and Reconstructive Surgery twice from 1990 to 2000 and from 2002 to 2005. He has been on the best doctor list of America for 14 consecutive years. No wonder, his clients swear by him.

