



Upcoming film *Paa* has made people more aware about early ageing

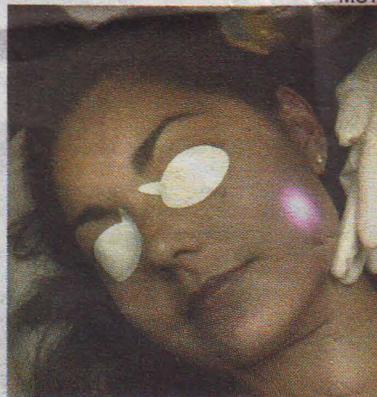
What's age got to do with it?

Anti-ageing treatments are catching on not just among city elite but also a sizeable proportion of the middle class

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THE ASIAN AGE

There's a glow about 37-year-old Anita Singh when she talks about the turn her life has taken post her treatment at an anti-ageing and weight loss clinic in the city. The mother of two teenagers says her perspective on life has changed after experiencing drastic changes in symptoms usually associated with ageing. "I had low energy levels and I had put on a lot of weight. My confidence was very low. After 15-20 days of being treated with hormone replacement, I saw drastic changes. My skin was glowing, my hair fall stopped and I had a lot more energy. Now I'm doing very well and I hardly have any problems," says Singh.



While 37 is not considered old, Dr Deepak Chaturvedi, who has been running Amaya clinic in Andheri for a year now, says ageing is happening more prematurely today. "We treat almost 300 patients for a variety of ailments that all contribute to ageing. Ageing is inevitable but we can prevent it from happening prematurely," he adds.

He feels that people reading more stories about anti-ageing therapies and hearing about it in films like *Paa* has given them more insight into early ageing. "Though we do have a majority of patients from the elite class, there is a sizeable propor-

FOREVER YOUNG



- Raw food diets
- Bio-identical hormone replacement therapy
- Lifestyle medicine
- Stem cells therapy
- Natural spa treatments

tion of them from the middle class. Their numbers are slowly increasing," he adds.

Dr Anoop Chaturvedi, who practices anti-ageing medicine in the US, sees more people moving towards natural health. "When I first came here, people were confused that anti-ageing meant immortality. That's not so. It just means that we are improving the lifespan and promoting health by making sure everything is in place," he says.

And anti-ageing medicine is only going to grow in the city. Come December, the Anti-ageing Medicine and Research India (AMAR) and the World Society of Anti Ageing Medicine will be giving doctors a chance to be certified in treating patients for premature ageing at the Indo Medicon Conference. "We don't want quacks treating patients. We want all doctors to be able to treat patients from all sections so that it serves the non-profit purpose of AMAR," says Dr Anoop.