

AGEING IS A NATURAL process, but according to Dr. A. Reddy who is a non-invasive surgeon, there are medical procedures today that allow one to still retain one's youthful beauty during this process. Team SUTRA met with the strikingly beautiful Dr. Reddy recently.

Tell us about yourself, childhood, family and siblings.

I grew up in a modest family home in JHB, and am the eldest of three children. I have two brothers, Anton and Keethan.

Do you have any children and what are their ages? How would they describe you?

I have two gorgeous boys, Aryan and Vihar. Aryan is a very busy 2 year old and Vihar is a feisty 1 year old.

What do you enjoy doing in your free time?

My husband and I enjoy spending quality family time together because we are both in demanding medical jobs. We especially enjoy traveling and love taking our children on weekends away.

How does non-surgical cosmetic procedure fit in with health and wellness?

The 21st Century is all about "the wellness revolution". People are living longer because of advances in medicine and besides feeling good, people also want to look good, and that is where non-surgical cosmetic treatments come in.

What is one thing most people do not know about you?

I derive immense pleasure from the small things in life.

What is your favourite procedure that you perform and why?

The latest treatment that is taking the world by storm is called the Liquid Face Lift as popularized by many Hollywood

and Bollywood stars. I quite enjoy performing this treatment because it is a combination of science and art. It is a minimally invasive procedure using Botox and collagen fillers, and this can achieve a dramatic transformation of the face.

Who did you look to as a role model and in which specific way did that person influence you?

My wonderful husband Mahesh is my pillar of strength. Although he is a specialist physician, he enjoys painting and sculpting and has contributed to my sense of creativity.

How did you get into non-invasive cosmetic medicine? Is it the in thing amongst South Africans?

I chose to do what I do because the field of beauty and glamour combined with medicine appealed to me. Yes, it is very much the in thing and I especially enjoy it because it allows me to express my artistic side, whereas clinical medicine does not.

What is your average work day like for you?

Having two toddlers usually dictates that I am up quite early on most days. However I do get a chance to spend an hour in the gym with a personal trainer, which is always a good way to start the day. After a hearty breakfast I am off to Medi-Sculpt Clinic where I perform all the latest cutting edge cosmetic treatments. I am lucky to have a nursery at my clinic so I am able to take my two toddlers along.

Who are your average patients? Does climate, finance, results and duration influence anti-ageing procedures?

Our clients come from all walks of life, from PA's to bank tellers to CEO's from companies. We were fortunate that the recession did not impact negatively on our clinic. What was unusual was that the sales of Botox increased as documented by Allergan, the makers of Botox. The theory

behind this was that people wanted to look good despite feeling the financial pinch.

What does "slowing the hands of time" mean to you?

Simply put, this means delaying the onset of ageing. Clients having aesthetic procedures will slow the ageing of their skin.

Should surgery be performed at Spas?

Absolutely not. Minimally invasive procedures are medical in nature and should be performed in a clinical environment.

How do you improve the appearance of ageing amongst Indians - basically everything that can be useful?

I advocate the use of sunscreen at a very early age which will prevent pigmentation from darkening and to consider using an inexpensive prescription strength cream like Retin-A to delay the appearance of wrinkles.

Where in the world do you think people have the youngest looking skin - why?

It is a difficult question to answer because ageing is multi-factorial. Ageing of the skin depends on genetics, the environment e.g. sun exposure, diet and lifestyle; e.g. smoking accelerates the ageing process.

Will you be willing to perform any anti-ageing procedure on a loved one or family member?

Absolutely! I have a long line of family members who want to look rejuvenated and more youthful and I have no qualms helping them.

What was your most defining moment?

The birth of my two boys, the two most precious things to me, next to my husband!