

Aesthetic Practice in Nepal

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The demand for cosmetic surgery and non-surgical cosmetic procedures is tremendously increasing day by day in Nepalese context as well. Everyone has an eternal wish to look good and smart person and these wishes can be fulfilled by cosmetic surgery. The UK Cosmetic Surgery Interspecialty Committee defines cosmetic surgery as an area involving practice of "Operations and other procedures that revise or change the appearance, colour, texture, structure, or position of bodily features, which most would consider otherwise to be within the broad range of 'normal' for that person".¹ Similarly, the American Board of Cosmetic Surgery has defined cosmetic surgery as "a subspecialty of medicine and surgery that uniquely restricts itself to the enhancement of appearance through surgical and medical techniques. It is specifically concerned with maintaining normal appearance, restoring it, or enhancing it beyond the average level toward some aesthetic ideal".²

Today, modern technologies and improved practices have incredibly boosted the field of aesthetic dermatology. Statistics from the west show that there has been a rapid growth in cosmetic procedures in past few years. Moreover, the trend of surgical procedure is shifting towards non-surgical procedures.³ In 2005, Botulinum toxin injection, Hyaluronic acid fillers, Laser hair removal, Microdermabrasion and Chemical peels have been acclaimed the top five non-surgical procedures according to the American Society for Aesthetic Plastic Surgery (ASAPS). However, there are very limited data of such relevance from Nepal. Nevertheless, we can estimate that the need is increasing rapidly and a wide range of cosmetic care is being practiced these days. Varieties of skin care products, dermato-surgery, Laser and non-laser skin rejuvenation procedures, acne scar treatment, anti-wrinkle treatment, pigmentation/tattoo removal, stretch mark removal, hair restoration, hair removal, phototherapy and mesotherapy are some of the prevailing aesthetic being practiced till date in Nepal. Laser therapy is the fastest growing procedure among all aesthetic components. The latest development of scientific technologies along with extended indications has made this procedure more demanding and promising.

Nowadays, the interest towards aesthetic procedures has been increased among dermatologists, plastic surgeons and dental practitioners. However, they lack proper training as they were never trained during their medical training. Hence, health professionals should be committed to the aesthetic practice through scientific researches and appropriate training. Media-driven demands and hypes, high pressure advertisements, lack of proper guidelines and lack of regulatory control are the major reasons behind this increasing beauty clinics and non-evidence based cosmetic practice. The sub-standard practice ultimately leads to poor patient satisfaction and unpleasant complications. Furthermore, patients also face undue complications by the use of over the counter drugs and topical preparations which are prescribed without scientific evidence and research knowledge. The commercial cosmetic products including sun-block, anti-aging creams, anti-wrinkles creams, dark circle removal creams, night creams and day creams are sold with attractive advertisement and these products are being prescribed by medical practitioners without knowledge of its individual chemical components. Therefore, a strong need of proper standards and regulations in the field of aesthetic practice is a necessity. So, the academic institutions should initiate in developing a trained aesthetic medical practitioners and service centers rather than business oriented centers. In addition, amendment and strict adherence to the Cosmetics, Devices and Drugs Act, 1980 of Nepal is also necessary for proper aesthetic practice.⁴

REFERENCES

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