

# *“New Look-Best”*

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NEW LOOK!

# best

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How many times have you heard the comment, "Haven't you got your mum's cheekbones/eyes/lips/nose?" But remarks like these take on a whole new meaning when your various body parts have been made to measure. Victoria Beckham and Jordan are just two celebrities who have turned cosmetic surgery into a family affair. Victoria footed the bill for her mum to have a face-lift and then for her sister Louise to have breast implants. Meanwhile, speculation is still rife over whether she has had her own chest surgically enhanced.

According to a representative from Transform Medical Group – Britain's biggest chain of cosmetic surgeons – mum and daughter enhancement surgery is a growing trend. The spokesperson says, "More and more members of the same family are coming in to have surgery. Young women come in for breast enlargements and their mums, who have been worrying about their wrinkles for years, decide they want surgery, too."

So, why do they do it? Dr Tony Carr, head of the clinical teaching unit at the University of Plymouth, says many mothers with famous daughters only contemplate surgery after their daughters have become the focus of attention. "Before their daughters found fame, the mums may not have thought cosmetic surgery was an option – it may not have been feasible financially or an acceptable thing to do.

"We're constantly presented with images in the media of the unattainable 'perfect' woman, which few, if any, women will ever be able to live up to. Depending on the psychological robustness of the individual woman, she may or may



Amy Price, mother of glamour model Jordan, before and after the three face-lift operations she underwent at Jordan's suggestion. Like her daughter, Amy was scared of telling her parents about the surgery until she was out of the hospital

not feel that she has to take steps to change herself in order to appear to be more 'accepted'."

Someone who knows more than most about going under the knife is the mum of glamour model Jordan. Amy Price has watched her daughter, whose real name is Katie Price, undergo three breast-enlargement operations in her quest for her idea of physical perfection, inflating her chest to an extraordinary 32FF size. Six months ago, Amy underwent surgery, too – although it was her face that was remodelled.

"I'd been thinking about it since I was in my late-30s because I'm a big sun-worshipper and

hour consultation last year and was told what might go wrong and what after-care was provided. The surgeon also introduced me to other people who'd had surgery so I could ask plenty of questions.

"I was petrified – I can't tell you how long I thought about it, but it helped in that I was given lots of information and lots of time to think about it. And Katie was great. She was very supportive and said she knew how I felt because she'd been in the same situation herself."

In the end, Amy opted for three different operations, which cost her a total of £7000. In a marathon five-hour session, the mother of three

## The plastic surgery families

More and more young women are succumbing to the pressure of trying to look perfect by going under the knife but – in a disturbing new trend – their mums are now copying them...

the sun obviously gives you wrinkles on your face," Amy explains.

"I keep myself fit by going to the gym, but Katie used to say that she didn't know why I bothered working-out because I'd never be able to change myself that way. Then, one day, she said to me, 'Mum, your face looks like a road map. There are lines everywhere – why don't you do something about it, for God's sake?'"

"I told her I was quite happy with how I looked, but she said I'd been moaning about it for ages and that she'd introduce me to her plastic surgeon. I went for a two-

had a full face-lift, followed by laser surgery on her forehead and face to remove the lines and smooth the skin. Finally, she had a third operation to remove the bags above and below her eyes.

After the operation, Amy stayed with Katie for two weeks to recuperate. Ironically, she was too worried about her own parents' reaction to let them know before the operation.

"Katie didn't tell me before an operation and that's exactly how I was with my mum and dad – I knew they'd go potty. I didn't tell them beforehand and I moved out of my house in Brighton to stay with Katie in London for two weeks after the operation. When I finally went home and told my mum she wasn't pleased and gave me a bit of a telling-off – just like I do with Katie. It's funny, really – like mother, like daughter!"

"When Katie first saw me, she screamed, 'Oh my God!' because my face was covered in white cream so I looked like a mummy. She asked if it hurt and how I felt and gave me advice on what to do. She was very sympathetic because she knows what it feels like after surgery.

"Mind you, when we got back to her place, she made a video of the whole thing. She was laughing and saying, 'This is my mum after her operation,' so that I could remember what I had looked like when I'd recovered.

"I suppose some people will think I'm a hypocrite after saying about Katie that it was unnatural

to have something put in you, but to me there's a difference between that and what I've had done. I know some people will say there isn't a difference, but that's just how I feel.

"Some people who have surgery end up looking pinched, with their eyebrows halfway up their foreheads. I didn't want that. In my case, people look at me and tell me that I am looking well, but they never usually guess that I've had surgery. I could never have had something that didn't look natural.

"The operation has made me feel good – the lines have gone and I feel quite happy with myself, which is nice, but repeat surgery is not for me. I'm very pleased with the results, but I won't be having any more. When you go under the knife you are dicing with your life, really. It's not something you should undertake lightly.

"People really should think carefully about it before they have surgery and make sure they're doing it for themselves. Some end up having it done because of peer pressure and because they think it's fashionable. And there's a danger that having surgery can become a habit.

"Who knows whether Katie will have any more operations?" shrugs Amy. "If you spend a lot of time at a plastic-surgery clinic, it becomes a normal thing to do and that's how people get hooked on it and become obsessive."

Sue Crawford





Amy Price is delighted with her new look and now understands why her daughter Jordan (inset) is so keen on plastic surgery, too

**‘One day, Jordan said to me, “Mum, your face looks like a road map – there are lines everywhere.**

**to me, “Mum, your face looks like a road map – there are lines everywhere. Why don’t you do something about it, for God’s sake?”’**

■ What do you think of mums and daughters who have cosmetic surgery?

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