

FRIDAYS JUST GOT A WHOLE LOT BETTER

PUMPED BUMS: INSIDE CITY GIRLS' OBSESSION WITH THE PERFECT BEHIND

Call it being image conscious, deceitful or what you may, but several women are now raising their bottoms high, for only a weekend or so. On Thursday, she is as flat as a flat iron. On Friday, she appears like she is walking with two mountains behind. Fear not, you are not losing eyesight, you are not seeing a different person and there is no magic involved. She just underwent a bum vacuum therapy, as Joan Nnasozi found out.

Over the years, several techniques have been developed to make women's hind parts bigger. Some have opted for plastic surgery, others opt for padded undergarments, while there have also been wearable buttocks and hip inserts. The latest that is fast becoming popular is bum vacuum therapy, now widely available in various city arcades. You walk in and after a few hours, your 'behind' has exponentially grown. Men start looking back wherever you walk by. However, that raised behind works like a balloon — it starts deflating the moment you walk out. So, you keep going back to keep it up.

Buttock vacuum therapy did not emerge in isolation. First, the technique was applied to the breast. Vacuum breast therapy is a non-surgical cosmetic treatment that uses suction cups connected to a machine to create negative pressure on the breast area. The same technique is also used in bum vacuum therapy to target the glutes.

The suction increases blood flow, stimulates tissue and temporarily lifts and plumps the treated area, giving a fuller and more lifted appearance immediately after the session.

It is often marketed as temporary enhancement, skin tightening and improved circulation and is commonly offered in spas and aesthetic clinics as a treatment with no downtime.

Results are not permanent and usually last a few days to a couple of weeks, so clients often undergo multiple sessions for a more sustained effect. At Yandy Beauty Centre, located at the Total Centre building in Kampala's central business district, the service has attracted many customers because the cost is lower than that of surgical options. A session costs sh150,000 and lasts one hour. The complete set of cups and suction machine costs sh82,000, while the breast set costs sh16,000. The number of women waiting in line for the services gave an impression that

the business attracts considerable profit. Most of the equipment is imported from China.

While waiting for an appointment with the operators, I witnessed a visible change on a woman's behind. I saw her walk in and later walk out with bigger buttocks. Catherine, who would not reveal her surname, said her session lasted only 30 minutes the last time she underwent the procedure. However, for her, it was a case of easy come, easy go — the results faded just as quickly.

"After four to six sessions, the results last longer," Yandi, the proprietor of Yandy Beauty Parlour, says.

The parlour advised that four to six sessions were needed for results to be sustained, which increased both cost and time.

At Yandy Beauty Parlour, vacuum therapy is offered for both breasts and buttocks. Clients left with a visible lift, but the effect usually disappeared after about three days. Some clients, like Catherine, said their session lasted only 30 minutes and the results faded quickly.

Continued on
page 32

Bum vacuum therapy, now widely available in various city arcades, is fast becoming popular. One walks in and after a few hours, their 'behind' has exponentially grown

Some women opt for wearable buttocks and hip inserts