

## GOODBYE GREENGROCERS

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If Britain was once a nation of shopkeepers, most of them seemed to have slimmed down. Greengrocers and butchers are increasingly being replaced by clinics for weight loss and cosmetic surgery, according to the Yellow Pages.

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A recent survey based on Yellow pages shows dramatic changes in the business sector over the past ten years. The number of greengroceries has fallen by 59 per cent while butchers are down by 40 per cent and hardware shops down by 34 per cent.

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At the same time specialists in aromatherapy have risen by 5,200 per cent; cosmetic surgeons are up by 1,780 per cent; dieting and weight control advice up by 1,440 per cent and make-up artists by 830 per cent.

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The number of entries for saunas and sunbeds also saw a growth of 300 per cent. The number of therapists has almost doubled. One of the fastest growing businesses is Shiatsu (Japanese massage) practitioners, up by 3,100 per cent since 1996. Other high results include nutritionists, fitness equipment, yoga and farm shops. Today women go to the fitness centre because they want to stay slim. Men often go to the same type of place to build up muscle and strength.

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Dr. Tim Leunig, an expert in economic history at the London School of Economics said "Changes to Yellow Pages reflect the evolution of business".

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Every generation wants it all and wants it now. But in the last ten years many more people have become able to afford it all.

Although cosmetic surgery is very expensive, a certain number of people are prepared to spend large sums of money to have their noses remodelled or their faces lifted. The look of a person has become all important these days. As a consequence more and more women will consult a masseur or a facialist. Also the fashion for manicured nails has led to the opening of many new shops in most towns of England.

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In China there is pressure from western fashion. As Chinese girls want to look like European models, they are having cosmetic surgery to widen their eyes. Shanghai is the typical example of a modern city that has adopted the western style.

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