

The Art Of Aesthetics-Putting Stock In Your Appearance

DEC 23, 2016 @ 09:52 AM

The Botox boardroom

At a time when women are asking for equal pay for the same job performed, men are taking a cue from their sexual counterparts for a bid to invest in their own stock; A trade up on their appearance. Considering the rapid changes happening within the global workplace, one thing is for sure; It is beneficial to look polished and fresh.

According to the Aesthetic Society for plastic surgery (ASAPS), the number of aesthetic treatments performed on men since 1997 has increased by 325% (see reference below). And the injectable Botox is among the most popular with men.

In fact, nearly half a billion botulinum toxic injections were performed in 2015 alone. So what is it that is driving men's interest to their doctors for treatments that have long been considered not to be masculine? In my opinion, the time and place could not be better. Men's grooming has been on a significant upscale trend since the last 20 years. We have turning points in our career when we seek to impress or polish up our style. Luckily, I have investigated the three treatments and have broken it down with images, to shed some clarity on the subject.

Botox is a prescription medicine that is injected into muscles and used to temporarily improve the look of both moderate to severe crow's feet lines and frown lines between the eyebrows in adults. Kybella is a prescription medicine used in adults to improve the appearance and profile of moderate to severe fat below the chin (sub mental fat), also called "double chin." Lastly SculpSure is the first light based body contouring system that uses heat to destroy up to 24% fat in the treated area per 25 minute treatment.

I interviewed Dr. Paul Jarrod Frank the questions below to obtain a better understanding of how a healthy face can help achieve a fresh look that builds confidence.

Do you think fashion plays a role in male aesthetics? (e.g. if men are more fashionable, perhaps they're more inclined to take care of their skin)

Yes – there is definitely some correlation. A majority of men who pay attention to fashion and their appearance, are more inclined to take care of their skin, so they look good from head to toe.



Have you noticed a shift in men's perceptions towards getting aesthetic treatments?

Over 1/3 of my patients are male and 1/2 of my fat-removal patients are male. With new technology on the rise and more men wanting to stay younger in the workplace, I see my male patients increasing over 12-18 months.

Men are becoming more educated. They aren't afraid to take action and fix the unwanted problems that are bothering them. With the advances in non-invasive cosmetic procedures and men's skincare technology, it is clear that men are not immune to the pressures to look their best which is why more and more men are going in for cosmetic procedures. Looking tired or stressed is now less tolerated because quick fixes are easier than ever before. When I follow the logistics on my website, I see that there's a spike between 12 and 2 in the morning of people watching male educational videos.

Building on the previous question, why do you think men's attitudes toward aesthetic treatments have changed?

A lot is effected by consumer marketing. The largest trend in consumer growth is in male aesthetics. Men are more comfortable with doing this with skin care for anti-aging. They are vanity oriented. If you can give them a simple way of achieving that they are more apt to do it.

In your experience, what are the top motivators (e.g. wife/partner, friends, work, a life milestone) driving men to have aesthetic treatments?

There are many factors: high-society, the media, the workplace, dating etc.

I get a feeling that these men have younger people working with them and they feel aged out. Every career is sales and there is ageism and many of these people have prominent roles and they know how much better groomed they need to be and they have to keep up. They have to consider their appearance as part of their entire package.

In your experience, what treatments/concerns are most popular among men and why?

Sun Damage: Men don't like maintenance and it's about skin quality not wrinkles. Male skin with sun damage looks dull and tired. Men tend to get more sun damage on their foreheads instead of the beard area as shaving is a daily exfoliator. Fraxel is the most common post-summer procedure I do for men. Wrinkles and Under Eye Circles: Men also want to avoid looking tired, so fillers around the eyes are often used for volume enhancement and wrinkle relaxers, such as Botox are also popular for the forehead. I try to make things subtle and do this in varies areas.



Fat Removal: With the advancements of technology and the increasing acceptability of cosmetic treatments, men are becoming a larger percentage of patients seeking cosmetic enhancements, especially for body contouring and fat removal. SculpSure is the latest and greatest noninvasive fat removal technology. Men that are fit, yet frustrated with their love handles find this treatment a perfect addition to their nutritional and workout efforts. Fast, painless, noninvasive and effective, this treatment allows men to get that quick fix that returns them to their daily activities immediately. **Double Chin/Jawline:** One of the most common concerns of men is their jawline. Sharp jawlines are the strongest sign of youth and vitality in a man which is why it is one of the most common complaints of men in my practice. UltraTight (mentioned above) literally melts the fat off the patient's chin and neck.

What advice do you give men who are looking to step up their game, but aren't necessarily ready for aesthetic treatments?

I tell all of my male patients to wear an SPF 365 days a year. I also recommend they use creams with exfoliators because men have thicker skin.



What's the difference between an injectable and a filler?

Injectables are a broader category that includes fillers, as well as other types of injectables (Botox, Dysport, etc.).

Fillers are an injectable treatment that fill fine lines and creases and they can help “plump” the skin. Soft tissue fillers can be used to restore a more youthful look through the replacement of lost tissue volume well as filling folds and wrinkles.

Anything else you think men should know?

There are so many cosmetic options out there that require no downtime at all and most men simply want a quick fix. There are also many grooming brands out there at a wide variety of price points, so that also gives men different options if they aren't ready to do anything cosmetic.