

TREND ALERT

The rise and rise of male aesthetics

With men nowadays putting more stock in their appearance, the aesthetics and anti-ageing market is no longer seen as a 'women's only' commodity – which is evident from the sharp increase of men undergoing aesthetic procedures.

DR ANUSHKA REDDY explains why...

Every aesthetic doctor can agree that the fastest growing group of cosmetic surgery patients is men. In the US, data shows that since 1997, there has been a 273% increase in the number of procedures performed on men.

In South Africa, we are seeing more male patients interested in facial non-surgical procedures. A lot of men tell us that the frown lines between their eyes have become a permanent feature, and even though they are not, people often tell them that they look permanently stressed or stern.

Traditionally, men's ageing is more gradual and more

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accepted than women's. Their wrinkles are referred to as character lines, while their grey hair makes them look more distinguished. But what happens when they reach an age when those lines deepen, when they develop droopy eyelids, their hair thins or that strong rugged jawline softens? What about feeling guilty about drinking a cold beer, or enjoying their favorite bacon and egg breakfast when fat rolls start shaping on their bellies? Not surprisingly, they start to lose their sense of self and their self-esteem decreases.

The modern man

Nowadays, most men take as much pride in their physique as women do – they are more cosmetically conscious, so we should not underestimate the impact it has on their state of mind and ambition. We can say that cosmetic procedures are viewed by men as a way of self-enhancement, the same way as eating well, going to the gym or wearing nice clothes. Why go to all the bother of shaving, perfuming and wearing the best suit, when the bags underneath the eyes leave you looking knackered, regardless of how much sleep you've had?

Corporate aesthetics

The growing number of male cosmetic surgery procedures is

WHAT MEN WANT Men are more comfortable trying procedures that won't require too much time, aren't invasive and have minimal side effects. Here are the most popular male cosmetic treatments:

- Botulinum toxin injections between the eyes, on frown lines, on smile lines, and on crow's feet
- Chemical peels to reduce pore size, treat oily and rough skin and give a healthy-looking complexion
- Dermal fillers to reduce the appearance of nose-to-mouth lines
- Dermal fillers to add volume to the chin and cheeks
- Dermal fillers in the jaw for increased jawline definition and to reduce their double chin
- Thermavein to reduce facial redness and veins on the face

not solely due to men wanting to look more attractive for women. A group of men more prone to book an appointment for a non-surgical procedure is the highly driven male corporates hoping to get ahead of the game in this competitive job market. They enjoy the feeling of having control over their appearance, as well as their careers. They reason that if they look younger and fitter, they will be considered worthy contenders alongside – and even above – their younger counterparts. And in the current corporate environment, where people are working longer and later in the day, some men feel the need to eradicate signs of ageing from their face and body in order to keep up with the longevity of their careers. But cosmetic procedures aren't just for men in their 40s and older. Even men in their late 20s and 30s who are starting to see some changes on their face opt for non-surgical facial procedures that

create noticeable results. Not only do these men embrace aesthetic treatments, but they usually have no qualms talking about it.

There is a lot that a man can do from an aesthetics point of view without compromising on his masculinity. Highly qualified aesthetic doctors are able to provide subtle, natural results, so that family and friends will just comment on how well patients look, rather than ask, "What have you had done?!" For example, botulinum toxin and fillers can offer tremendous improvements with minimal downtime. The results of cosmetic surgery procedures are often subtle – perfect for treating those stubborn wrinkles and droopy eyes.

Non-surgical procedures can't cure bad habits or bad living. But they can help tackle the effects of ageing. Male aesthetics is its own category – and a little gentlemanly grooming in the right hands can go a long way. **■**

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