

AESTHETIC TREATMENTS & PLASTIC SURGERY FOR MEN

Over the past few years, there has been an increased demand from men requesting plastic surgery. Some of this may be related to baby boomers who have taken good care of themselves and desire to look as good as they feel. Other men don't want their wife to look better than they do after she has undergone facial rejuvenation procedures, so they request surgery as well.

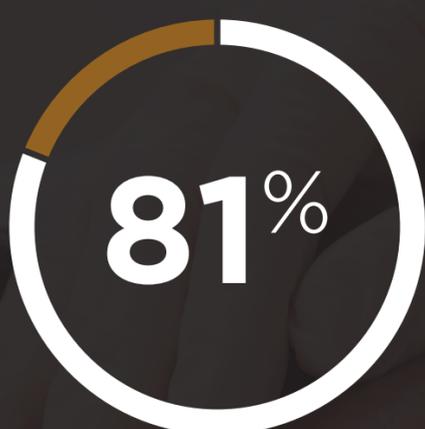
Currently, the most common cosmetic procedures for men are liposuction, rhinoplasty (nose job), eyelid surgery, gynecomastia (removal of breast tissue), and ear shaping. The list of the most popular minimally-invasive procedures for men is topped by Botox.



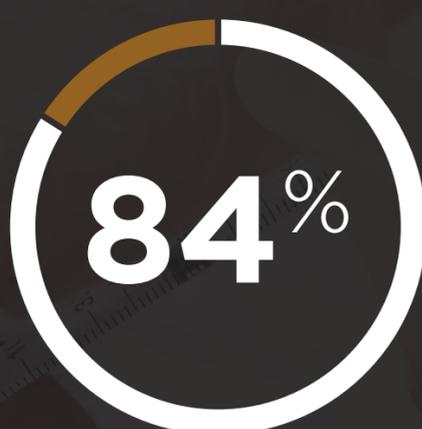
TOP PROCEDURES UNDERTAKEN IN 2019



USA 2019 - Source: American Society of Plastic Surgeons (ASPS)



81% OF MEN CHOOSE **CROW'S FEET** AS THEIR HIGHEST PRIORITY TREATMENT AREA



84% INCREASE IN MEN'S **BOTULINUM TOXIN** TREATMENTS IN THE LAST 5 YEARS



MARKET RESEARCH SHOWS MEN DO NOT WANT TO LOOK **OVERDONE** OR **FAKE**



NEUROTOXINS HAVE BEEN THE NUMBER 1 NON-SURGICAL PROCEDURE SINCE 2002

MALE PLASTIC SURGERY IS BECOMING INCREASINGLY COMMON



A **FACELIFT** REDUCES THE VISIBLE SIGNS OF AGING IN THE FACE AND NECK



EYELID SURGERY IS AN OPERATION TO GET RID OF DROOPY EYELIDS



LIPOSUCTION OFFERS A FAST AND EFFECTIVE FAT REMOVAL TECHNIQUE

Most men have, at one time or another, looked in the mirror and made a mental list of the imperfections they see. Ears that stick out too far from the side.. Lines that weren't there before fatherhood. Love handles that weren't there before 30. The jowls, the blotches, the hairlines on a full-scale retreat. Men may only account for around 10 per cent of cosmetic surgery procedures carried out, but it's still a significant number who are at least open to the idea of having a little 'work' done.