

Cosmetic Dermatology's New Demo: The Middle-Aged, Straight Man

• Men love Botox just as much as women do.

BY RACHEL SFRIGATZ

The man getting Botox, fillers and any number of skin-resurfacing or tightening lasers (or all of the above) is not who you might think.

More often than not, it's a middle-aged, heterosexual man.

"I see a lot of executive men," said Dr. Ellen Marmur, a dermatologist whose namesake Marmur Medical practice consists of 40 percent male patients, about triple that of five years ago. And the vast majority of them are straight.

"The pendulum has swung from anti-aging fascination to 'preservation' aging," Marmur explained during an interview at her office on New York City's Upper East Side. "There are so many reasons: It's not considered [strictly] a feminine thing to get Botox or fillers, the stigma has gone away...[and] men don't ask questions. They don't come in and ask, 'What do you think I should do?' They sit down and they do it. They have enough money and they are in the professional game so they need to age well. It's a matter of why not? Why wouldn't they?"

Most men who get an injection here or there are reluctant to advertise it, but the rate at which they're visiting their doctors for Botulinum Toxin (the formal name for the family of neurotoxins in injectables Botox, Dysport and Xeomin) and more is certainly on the rise — and the spike is hardly unique to Dr. Marmur's practice. It mirrors a trend doctors are experiencing nationwide, and there are numbers to prove it.

According to data from the American Society of Aesthetic Plastic Surgery, there has been a 27.3 percent lift in surgical cosmetic procedures for men in the past five years. Also: men love Botox just as much as women. The market saw a 101 percent increase in the amount of male botulinum toxin procedures performed between 2010 and 2016.

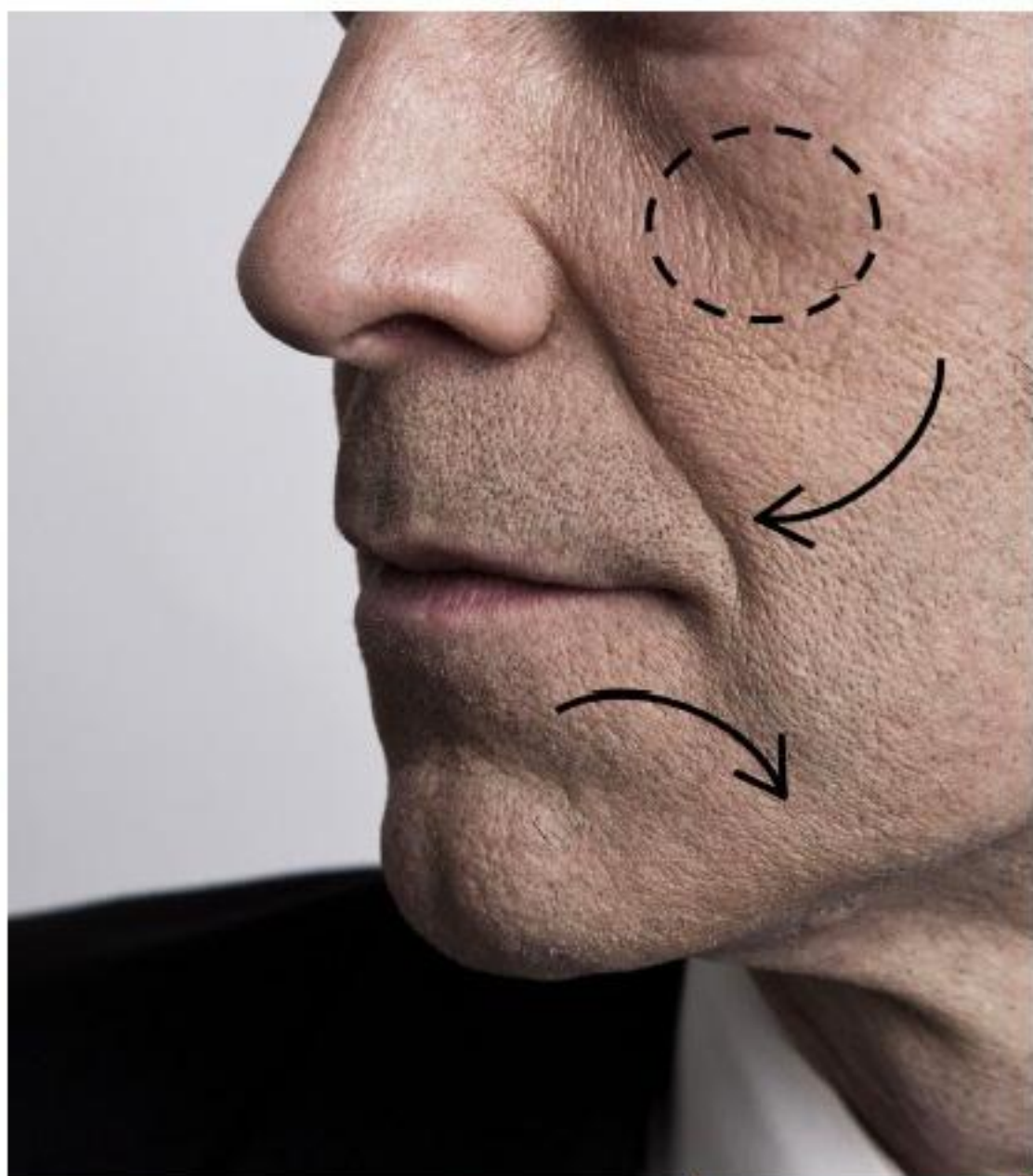
Men have always been part of the aesthetic market — that's nothing new — but the percentage of overall procedures they make up is rising rapidly.

"All the attention has really gone to the women, while in the background it's been steadily growing year-over-year. The [American] Society [of Aesthetic Plastic Surgery] tracks a lot of these procedures, they've been tracking this stuff for 20 years, and over that time they've seen the number of men getting these treatments increase by 325 percent. The growth has been kind of happening in a quiet but steady way," said Colleen McKenna, vice president of marketing, facial aesthetics at Allergan.

The reasons for this spike?

There are several, including an influx of filler options manufactured by medical giants like Allergan and Galderma designed to target specific parts of the face. While products were once limited, fillers today are not only more natural looking but possess unique properties from consistency (Voluma is considered a heavy filler while Botox is among the lightest) to the length results could last (some fillers wear off after six months and others last up to two years). In tandem, an uptick in products gave way

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Dr. Ellen Marmur

101%

The increase in the amount of male botulinum toxin procedures performed between 2010 and 2016.

Source: American Society of Aesthetic Plastic Surgery

Male treatment photograph by CultureVEX/Edutronics

The increase in surgical cosmetic procedures performed on men in the past five years.

Source: American Society of Aesthetic Plastic Surgery



Dr. Jason Diamond

a patient's masculine features, or "making sure you don't feminize" a man's face, remains the single most important aspect when it comes to men. Earlier work from decades past often produced male faces that appeared "softened" or feminized,

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to enhanced techniques that allowed for doctors to use any number of fillers to sculpt different portions of the face.

McKenna believes much of the growth in the men's market has to do with the emergence and widespread adoption of social media.

"That whole medium has really given people more voice, more platforms to talk and share what they're doing, what they're thinking. There's just a greater openness," she said.

There are societal reasons, too.

San Francisco-based dermatologist Dr. Vic Narurkar said the increase stems from a culture where men aren't afraid to take care of themselves appearance-wise anymore. Previously, men were "dragged in by their significant others," he noted, where it was nearly unheard of for a male patient to come in of his own free will for a cosmetic procedure. Surely, men have a lot of catching up to do to women in terms of mainstreaming, but there is definitely an uptick in awareness and acceptance of men who want to preserve their appearance and keep aging at bay.

"I think also there's more awareness that you can do things that don't require a lot of recovery, and that also don't change your masculine features. The biggest fear that men have is feminization of the face," he said.

Narurkar also acknowledged Facebook founder Mark Zuckerberg's infamous quote that companies should not hire people over the age of 30, crediting this sentiment to a surge in male patients — especially those in a competitive work environment. For men in their 40s and 50s, vying for positions being handed to guys decades younger creates a need to maintain the appearance of youth more than ever.

Similar to Marmur, a significant portion of Narurkar's male patients hail from San Francisco and Silicon Valley — the "epicenter of youth" — and are "predominantly straight men." He contended that the percentage of men he sees has "grown dramatically in the last five years," jumping from 10 to 25 percent of his practice. The most requested procedure is neurotoxin injections, largely due to increased awareness.

"Delon Sanders is the face of men's Botox and that's brought in a whole other group of patients who I'd never in my wildest dreams have expected to see. It's the 'man's man,' the sports guy who really 'doesn't care'....But men really do care. As a man I care — and it took 10 years of doing Botox on everyone else to do it on myself," Narurkar admitted.

He added: "There is an intrinsic [ideal] among men, which I think stems from our fathers, that you need to be tough, and that this [caring about appearance] is not



Delon Sanders was named the male face of Botox in 2017.



Dr. Vic Narurkar



Dr. Jason Diamond

for the man....That culture is changing, first with the metro sexual and now with an ordinary man who wants to take care of himself."

Marmur, who joked that she is the "iron surgeon for male cosmetic surgery," told a story about a competition that takes place during the American Society for Dermatologic Surgery Annual Meeting each year. A select group of doctors have to present a case in front of 6,000 attendees, she said, comparing the event to the show "Iron Chef," and after being presented with a series of dermatological-related cases, doctors vote on the most favorable outcome. Her "case" just happened to be a cosmetic surgery makeover performed on a man in his mid-50s.

He "got the works," she said, holding up before and after photos as she detailed the various treatments the patient received. Brown spots were removed with lasers, and fillers such as Restylane, Voluma and Radisus were injected in the under-eye region, in the cheek bones to "square off the face" and in the jawline and temples, respectively.

Marmur won the competition. And truth be told, this man really did look younger (yet still age-appropriate). Presented with these photos in a different context, one might attribute a lot of sleep, a healthier lifestyle and/or an extended vacation for this "fresher" look. To the untrained eye, it would be nearly impossible to discern that his new youthful appearance was the result of a series of noninvasive facial procedures.

"They like to keep some wrinkles. We put filler in the forehead lines instead of Botox — like Botox, Juvederm Ultra or Restylane Silk — and use Botox in the '11's' and a little in the upper crow's feet because it actually lifts their brow," said Marmur. (For those who don't know, the '11's' is the area between the eyebrows that, over time, can give the appearance of a "furrowed brow" with the appearance of wrinkles.)

She cautioned — as did all doctors interviewed for this story — that retaining a patient's masculine features, or "making sure you don't feminize" a man's face, remains the single most important aspect when it comes to men. Earlier work from decades past often produced male faces that appeared "softened" or feminized,

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27.3%

The increase in surgical cosmetic procedures performed on men in the past five years.

Source: American Society of Aesthetic Plastic Surgery

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a result of a lack of product options and less-evolved techniques.

Which is why cosmetic procedures for men—both noninvasive and invasive—have gotten such a bad rap. In addition to a fear of walking out of a doctor's office looking "different" or feminine, the notion of a man doing work to his face remained a cultural taboo because it goes against the "alpha male" ideals that define modern society today. (For straight men, at least.)

When asked what the most popular procedure for this group is, Marmur swiftly replied: injecting filler under the eyes. But funny enough, these patients never rarely come in asking for under-eye fillers because most still don't even know this is a viable option to eradicate under-eye concerns, from hollowness to bags to dark circles.

"They come in and say, 'I look tired,'" Marmur said, adding that the runner-up to filler is retinoids, or "Botox." "Men come in for the overhull. They are just like, 'OK, tell me the executive plan. How much of it can I do at once?' and then you plan out the year for them and maybe they come in two to three times and optimize their time."

Then there are doctors who maintain that men have always comprised a healthy portion of their patient bases.

Dr. Jason Diamond, a plastic surgeon based in Los Angeles who appeared in E!'s reality series "Doctor 90210" that documented patients before and after plastic surgeries, said seeing a lot of men is "nothing new to his practice." Currently, 25 to 30 percent of surgical patients and 25 percent of non-invasive patients are men.

For him, a focus and expertise in men's facial procedures spans more than two decades. Early on in his career he spent two years at a New York-based dermatology practice where about 90 percent of the patients he saw were men (there was also a "very high percentage of gay patients").

"In my first year in practice I probably did more male cosmetic surgery than most surgeons do in their entire year. I'm not joking. I basically did all men for two



For Straight Males, Body Contouring Is The Gateway to Botox

Guys are visiting cosmetic dermatologists to rid themselves of love handles—and discovering Botox along the way.

BY ELLEN THOMAS

COOLSCULPTING

Twenty-seven percent of cosmetic patients at Dr. Amy Wechsler's Upper East Side office are men—that's up from just 8 percent in 2014. The sharp rise in male patients is driven largely by CoolSculpting, the fat-reduction procedure said to freeze and kill fat cells. CoolSculpting is not new—it first received FDA approval in 2010—but began gaining traction with men after the publicly traded stock of parent company Zeltiq Aesthetics began gaining attention from Wall Street. In 2013, said Laura Dyer, the physician

assistant who oversees co-owned procedures at Wechsler's office, Zeltiq was a "big story" acquired by Allergan last year. "Many of the male patients are men in the finance industry who became one of the Zeltiq and CoolSculpting on the stock market," said Dyer, who noted that the CoolSculpting Mini—a smaller version of the CoolSculpting applicator that can be used on the double chin area and just recently received FDA clearance—is an other fast-growing procedure for men. Most notably, CoolSculpting has acted as a gateway for men

to discover other noninvasive cosmetic procedures on the market, said Dyer. "They end up coming in for body contouring or to get rid of their double chin and more than 31 percent of them end up converting to ancillary treatments."

KYBELLA, LASERS AND RADIO FREQUENCY

It's all about the neck at GoodSkin Los Angeles, a boutique Brentwood medical clinic that specializes in noninvasive cosmetic treatments. Men comprise 33 percent of GoodSkin's patient base, said the clinic's founder Lisa Goodman, a medical aesthetician. Goodman pointed out that GoodSkin has always attracted male clientele but in the past year she's noted a 10 percent rise in straight male patients specifically, a rise of all of them coming in either girlfriends or wives visit the clinic. Of the male patient base, said Goodman, almost 100 percent of

them opt for some kind of neck treatment—the most popular being a combination of skin tightening lasers like the Intra or Ulthera and large Kybella injections, which melt fat. "It's the highest rate of concern for all my male clients," Goodman said of the neck. Kybella can be used off-label for many areas with fat pockets on the body—including the stomach, back and underarms. Kybella injections are especially popular with men, said Goodman, because there's no downtime. "Only straight male clients are more particular than my female clients about avoiding procedures with downtime," said Goodman. "You can use Kybella anywhere there is fat. It can get a little bit more uncomfortable if it's on the stomach—that's the case with back fat [for instance]—but I still have some clients doing it because it's completely noninvasive."

Laura Abramowitz of Park Avenue Skin Solutions co-owns the clinic. She also noted that the up tick of men in her own practice—a 10 percent growth from 2013 to 2017—is due to the increase in procedures with less downtime, especially when it comes to body contouring. "Back in the day liposuction was the only option for fat removal on a body contouring—now these machines can spot reduce and [men] are back to work the next day. They don't feel limited because they don't have to go under," Abramowitz targets her male clients' biggest concern—the time—with combination use of Kybella and BodyFX, a radio frequency technology that destroys fat cells, or Ulthera. Said Abramowitz: "It's about the combination—like a new just on a modality or therapy."

SCULPTURE AND LASER Lipo

At Dr. Paul Nassif's Frank Lipos East Side cosmetic dermatology practice in Manhattan, male patients—about 40 percent of the practice—seeking body contouring procedures were Type A, frustrated and irritable of being able to get rid of certain genetic pockets of fat they can't see by dieting or exercise," according to Frank, who noted the most popular areas on the body for men to be treated is the "love handle" region, along with the chin and chest. The most common noninvasive procedure Frank performs is Laser Liposuction and Sculpture, a laser that melts fat—he prefers taking heat over freezing technology because of the skin-tightening benefits of lower liposuction. "It's only on heat. Laser Liposuction requires general anesthesia and about 38 hours of downtime—a few days" procedure, said Frank refers to it—but it can give significantly more results—about 80 to 90 percent fat removal—than a treatment with less downtime, like Sculpture. "The noninvasive person is willing to accept whatever difference it makes because they don't want to deal with downtime," said Frank, who noted that more awareness and acceptance in popular culture of noninvasive procedures is driving men to his practice. "A lot of men are concerned about the jawline or double chin—if they're told they can do something about it non-invasively it's an easy sell," said Frank. "Men are just as concerned with being the best version of themselves as women. It's just it's a different thing—they want to be in the best shape or the most competitive."

years; I did about 400 male surgeries in two years," Diamond said. "I started off really early taking care of a lot of guys, and because of that, even after I left that practice, I carried a lot of the guys with me. I've always seen a lot of men."

Once he left the first practice in New York, the tide started to shift. He began to

see a smaller percentage of gay men and an increase in straight men.

Today, the most popular procedure performed on this group, as a gender, is Diamond's signature "The Diamond Tripartite," a surgical technique he's tweaked and honed for 15 years that addresses every layer of the neck and jawline. The combination of three techniques includes augmentation to the bone, tightening of the muscle to secure and contour the muscle near the bone and tightening of the skin to treat all areas. But before one runs to Diamond's Beverly Hills office to contour his jawline, know that these surgeries don't come cheap. The triple threat starts at about \$25,000.

Diamond also has developed a nonsurgical version of his Tripartite (he calls it "facial sculpting") that's achieved using a combination of fillers. It was born from the surgical implants he's been customizing for years, obtained by radiology and using tiny implants to craft over bones of the face to create the exact augmentation he wants.

"Based on that knowledge and experience, I figured out how to nonsurgically do this without surgically placing an implant. I can inject [filler] into the bony region the way I want it to be shaped," Diamond explained of the procedure, which starts at \$3,900. "It's a way to get really sharp angulation to the lateral prominences and elegant contours and it doesn't create puffiness, roundness or fullness. It creates angularity; that's

what I do most for men in office."

Even with the documented rise in the number of men getting cosmetic procedures, some doctors claim they still hardly see any men at all.

Dr. Paul Nassif, the Beverly Hills plastic surgeon who starred in "Botched," another E! reality series about plastic surgery, said he's not seeing the same rapid increase in male patients that his peers have. He called the hoopla a "bunch of BS," and cited "maybe 10 percent growth" in men undergoing cosmetic procedures like rhinoplasties.

"Men still come and have a few things done—they might have a little Botox once in a while [too]. That's pretty much all I've seen," Nassif stated, adding that body-fat reduction with CoolSculpting and facial micro-needling and skin-tightening via radio frequency treatments like ProFound are picking up speed. "There's no stigma, I just think that men are too busy. I'm just not seeing them do that, I don't see the huge [spike]... They're not coming in for invasive or minimally invasive [procedures]."

The only thing that has grown with respect to men, however, is the Nassif MD skin-care line he launched on HSN about a year and a half ago. He noticed a lift in Millennial and male customers that was reflected on the direct e-commerce site nassifmdskincare.com.

"Men are taking care of themselves a little better. Not surgically, but at home they do," Nassif said.



Dr. Paul Nassif

