



# Facial Rejuvenation MAN'S BEST FRIEND?

Previously the realm of the wealthy, middle-aged, or those in the public eye, until now men's facial rejuvenation procedures have been a niche market. But as these treatments steadily grow in popularity within the field of aesthetics, there's no longer a specific 'type' of man who seeks to turn back the clock, explains **Dr Scott Ingram.**

**T**he number of men undergoing surgical and non-surgical aesthetic procedures is growing, particularly in the area of facial rejuvenation. In the last 12 months, Form and Function clinic has seen a 15 per cent increase in men's bookings, 83 per cent of which were to correct, lift, or refresh the face. Similar growth has been noted at our non-surgical skin clinic, Clinic Aesthetic.

The face is a priority for both men and women, and while facial injectables, rhinoplasty and eyelid work are certainly popular among women, more commonly requested procedures among Form and Function's female patients are breast augmentation or liposuction.

While men certainly feel pressure to maintain an aesthetically pleasing physique as well, there's certainly not quite as much societal and cultural body image pressure for men as there is for women. When it comes to the face however, men are really starting to feel pressure to remain youthful and fresh.

## THE STEREOTYPICAL MALE CLIENT

There definitely used to be a stereotypical client who would book a procedure of this kind but now, our male clients are just the type of people who are interested in looking after themselves, and this group is growing. It's no longer surprising when an "average" 30- to 50-year-old Australian man requests a facial rejuvenation procedure. Even male patients who are in the clinic for other, more strictly medical treatments are starting to ask about skin care as well as non-surgical and surgical aesthetic facial procedures.

## THE MOST COMMONLY REQUESTED PROCEDURES

Men are requesting facial rejuvenation procedures from across the same spectrum as women, with one big difference; many men request permanent hair reduction for areas of the neck and face that they would

rather not have to shave. Just like women, they seek medical grade skincare and quality sunscreens, but are also increasingly interested in light-based treatments such as non-ablative and ablative resurfacing.

More men are requesting wrinkle treatments to correct glabellar and crow's feet lines and older men generally request surgical procedures such as face-lifts, neck-lifts, blepharoplasties and brow-lifts. Also gaining popularity in this age group is 'Titan', a non-surgical light-based skin tightening procedure offered by Clinic Aesthetic.

Treatment of prominent vessels affecting cheeks, chin and nose by Nd:YAG laser or IPL ablation is also popular in older men, but younger men afflicted with this condition jump at the opportunity to correct this as well - the results of this treatment are astounding. At Clinic Aesthetic, the light-based treatments used have the latest programmed flash-lamp technology, enhancing safety and outcomes, and our lasers include the latest 1064nm long-pulse Nd:YAG, and confluent and fractional Er:YSGG platforms. Er:YSGG ablative lasers have been in commercial use for under five years and offer great advantages over traditional CO2 and Er:YAG lasers in terms of safety, efficacy, comfort of treatments, downtime and overall outcome.

## THE FUTURE OF MALE FACIAL REJUVENATION

Outside of men with contour abnormalities from lipodystrophy or other causes it is rare to get a request for injectable fillers. At this stage men do not seem to be overwhelmingly interested in volumising lips or filling nasolabial folds, but this too could change in the wake of this surge in popularity of men's procedures. I expect we will begin to see a trend towards more preventative treatments in younger men, perhaps in their twenties, just as we have seen in women. ●

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