



FOR HIM

The five most popular cosmetic
enhancements for men.

BY STACEY STEIN

When it comes to their reasons for undergoing cosmetic surgery, men are no different from women, sharing a desire to improve their self-esteem, look better and feel better. But for men, making the decision to go under the knife is often far more complicated.

"There's a social stigma that men just don't do that," says plastic surgeon Dr. Alexander Golger, B.Ed., MD, FRCS(C), who heads Avenue Plastic Surgery in Toronto. "More men are less open to the idea of cosmetic surgery."

Still, while women outnumber men as consumers of cosmetic surgery, the number of men

getting procedures done has spiked dramatically. According to the American Society for Aesthetic Plastic Surgery (no Canadian stats are available), the number of cosmetic procedures for men increased by more than 273 per cent from 1997 to 2013.

"The acceptance of men having procedures is making a difference," says Dr. Mohamed Elmaraghy, MD, FRCS(C), medical director of SpaSurgica in Waterloo, Ont. "Men in business and in competitive fields want to keep up. They still have a lot of energy and a lot of virility, and they want to show that."

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HERE ARE SOME OF THE MOST POPULAR PROCEDURES FOR MEN:

GYNECOMASTIA SURGERY

Gynecomastia refers to enlarged breast tissue. Often caused by an imbalance of hormones, men afflicted with this have trouble coping socially, physically and emotionally.

HOW IT WORKS: Gynecomastia surgery involves a subcutaneous mastectomy (removal of breast tissue) with nipple/areola preservation, and liposuction is usually performed as well. A small incision is made around the areola, and both the mastectomy and liposuction are done through this incision.

DOWNTIME: Those who perform sedentary jobs can be back at work about 24 hours later, once they have recovered from the anaesthetic. Dr. Golger recommends avoiding any physical activity for about six weeks.

SIDE EFFECTS: These include nipple sensitivity loss, asymmetries and issues with skin laxity. General potential surgical complications include fluid collection, bleeding and infections.

COST: The mastectomy and liposuction typically cost around \$6,500. The mastectomy is usually covered by OHIP, leaving the patient to pay around \$2,000 to \$4,000 for the liposuction.

RESULTS: "It's a very happy surgery because you can imagine the emotional impact on the man who has female breasts," says Dr. Golger.

BLEPHAROPLASTY

Sagging upper eyelids—"fat bags" under the eyes and dark circles—can either be genetic or related to aging. Surgery to correct this is very popular with men.

HOW IT WORKS: Blepharoplasty involves the trimming of excess eyelid skin and/or removal or repositioning of fat. The fat is used as a filler to correct dark circles beneath the eyes.

DOWNTIME: Most swelling happens in the first week, and after two weeks the average person will look "presentable," according to Dr. Golger.

SIDE EFFECTS: Potential side effects include ectropion, where the lower eyelid is outwardly turned or sagging, and entropion, in which the eyelid folds inward. Other potential side effects are asymmetries between the eyelids, tearing and dryness.

COST: Ranges from \$2,000 to \$8,000, depending on whether a local or general anaesthetic is used and whether surgery is performed on the lower or upper eyelids or all four areas (upper and lower eyelid, upper and under eye circles).

RESULTS: According to Dr. Golger, "this is the most effective anti-aging surgery for the money spent." Adds Dr. Elmaraghy: "If you have lax skin on the upper or lower lids, it can give you a sleepy or tired appearance."

LIPOSUCTION OF THE ABDOMEN

No matter how many sit-ups they do, some men just can't seem to get rid of that persistent fat beneath the abdomen.

HOW IT WORKS: Fat is loosened and removed through a tiny-five millimetre incision where a small tube called a cannula is inserted to suck out the fat. A special fluid is also injected for pain and bleeding control.

DOWNTIME: Patients can go back to work at a sedentary job once the anaesthetic wears off (usually about 24 hours) but must wait six weeks before engaging in any physical activity.

SIDE EFFECTS: The most common is asymmetry. As with any surgery, there's also a risk of bleeding and infection.

COST: About \$4,000.

RESULTS: "This gives the definition that men sometimes can't get," says Dr.

NECK/FACELIFT

A popular procedure with men and women alike, the results from neck and facelifts are dramatic, often shaving years off a person's appearance.

HOW IT WORKS: Incisions are usually made under the chin and around the ears. The lining under the skin is tightened so that it provides the proper foundation for the facelift. The skin is then "re-draped" and excess skin is removed and sutured.

DOWNTIME: There's swelling and bruising in the first week following the procedure. While healing continues for weeks, the average person is socially presentable after about two weeks.

SIDE EFFECTS: The main concerns are asymmetries, infection and bleeding, facial nerve injury and, in smokers, there's a risk of skin necrosis (death of skin tissue).

COST: The average cost is between \$12,000 and \$18,000, though it can run higher.

RESULTS: Dr. Golger says that a common statement about the results of a neck/facelift is that a person looks "10 years younger."

INJECTABLES


More men are seeking out non-invasive procedures, including injectables such as Dysport and Revanesse, because of their limited downtime. While injection techniques for men and women are essentially the same, men may require larger volumes of Revanesse and often require higher doses of Dysport.

THE PROCEDURE: Like Botox, Dysport is a neuromodulator that relaxes muscles in the face and smooths out wrinkles. According to Dr. Cory S. Goldberg, BSc, MD, MASC, FRCS(C), a Toronto-based plastic and craniofacial surgeon who treats men with Dysport, the most common areas of treatment are forehead lines and worry lines. Revanesse is an injectable filler. According to Dr. Brad Mechor, MD, FRCSC, an ear, nose and throat surgeon and medical director of the Calgary Sinus Centre, Revanesse "helps fill in the defects patients have in their skin from deep wrinkles and adds fullness to their skin."

DOWNTIME: There is virtually no downtime with either injectable. According to Dr. Mechor, there may be a bit of bruising after treatment with Revanesse, although men don't typically bruise as badly as women. Patients are usually back to normal activity within 24 hours.

SIDE EFFECTS: With Dysport, there's a small chance of bruising or irritation, and a small number of people get a headache after treatment. If too much is injected or it's in the wrong place, there can be a weakening of muscles and droopy eyelids or brows, but this is very rare. The main concern with Revanesse is having an uneven injection, in which case a patient will require a touch-up injection to even things out. According to Dr. Mechor, the most problematic potential issue is "vascular occlusion," whereby the filler obstructs an artery in the area.

COST: Dr. Goldberg uses "zone" pricing with Dysport: Worry lines start at \$129, forehead lines start at \$99 and crow's feet around the eyes start at \$149. Results last about four to five months. Revanesse costs around \$300 to \$500 per syringe, so the price varies depending on the amount injected. Results last from six to 12 months.

RESULTS: "It's almost never happened that I've had someone who has had it done and has chosen not to have an additional treatment when they're due," says Dr. Goldberg. Dr. Mechor says patients often tell him "I didn't realize I looked so old" when they see before and after pictures. 

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