

Being MALE

HOW YOU CAN LOOK YOUR BEST

Being male in today's world, and especially in the workplace, may not be the way your father remembers it. Today, Americans are more interested in aging gracefully than they were a generation ago. People are concerned about looking good from their 40s on into their 70s. Nowhere is this more evident than in male cosmetic surgeries and procedures. The American Society for Aesthetic Plastic Surgery (ASAPS) conducted a study looking at trends among Americans. The results are eye opening. Americans spent almost \$10.7 billion on cosmetic procedures in 2010. Men had 750,000 of these procedures, which is an 88 percent increase from 1997.

Here's a snapshot of ASAPS findings of the five most common surgical procedures men are opting to undergo.

LIPOSUCTION

Number one on our list of five. Everybody has heard of this one, but what's actually done? On surgery day the areas of concern are topographically marked by the surgeon. Fluid is infused into these fatty areas; sometimes an energy source is then applied to break the fat cell's membrane (i.e., laser or ultrasound). Then the fat is suctioned out into a canister a little at a time. The artistry is that like making a sculpture, removing bit by bit to reshape the form.

RHINOPLASTY

The word *rhinoplasty* sums up the many techniques used to treat the various cosmetic complaints men have about their noses. "I don't like the hump" or "It's crooked" are some of the most common. Once these areas are addressed there can be a dramatic effect on the man's overall appearance.

EYELID SURGERY

The time spent outside in the sun playing sports as a youngster as well as hectic family and work schedules can show up around men's eyes. The extra skin and bulging fat can be removed or repositioned. Less is more here.

GYNECOMASTIA (male breast reduction)

Male breast development is more common than most people think, with more than 18,000 men undergoing surgical correction in the United States in 2010. Procedures range from just liposuctioning the area to also removing skin and tissue. These surgeries are targeted to result in the most inconspicuous scarring possible to encourage patient comfort when shirtless.

OTOPLASTY (ear pinning)

Last but not least is surgical ear pinning, with almost 11,000 procedures performed on men in 2010. Women are less likely to consider this procedure, presumably because they have the ability to cover their ears with longer hairstyles than men.

Whether you're considering one of these surgical options or picking a less invasive injectable technique to keep looking your best, a careful evaluation by your plastic surgeon, and your general physician when appropriate, is a must. Check to make sure your surgery is being performed by a board-certified plastic surgeon who is in good standing.

—DONALD ROLAND, M.D.

Board-certified plastic and reconstructive surgeon

CARING FOR HIS SKIN

Men's skin care can be as simple or elaborate as each man desires. Essentials include a good sunscreen, which should be used year-round on the face and hands; daily facial grooming, always moisturizing afterwards; shampooing several times a week; and staying away from a diet high in refined carbohydrates, which have been shown to cause acne, as well as diabetes and obesity. Male hormones, in conjunction with excessive perspiration, tend to exacerbate acne. Avoiding heavily perfumed skin-care items is always a good idea. Instead, choose unscented or lightly scented products and see your dermatologist for an annual skin cancer examination. Some excellent brands include La Roche-Posay, Obagi and Alaur Skin Solutions.

—ALBERT M. LEFKOVITS, M.D., P.C.

Clinical professor of dermatology at Mount Sinai School of Medicine

GET HOLIDAY READY

One's face is the thing a person sees the most in the course of a lifetime. Looking at yourself in the mirror and loving what you see boosts confidence, improves your self-image and, in turn, improves your productivity throughout the day, everyday.

Simple cosmetic procedures, such as removal of fine lines, wrinkles, pores, brown spots, acne scars and lightening dark circles underneath the eyes, can take years off of a face without any invasive surgeries. A combination of fractional lasers, such as Fraxel Restore, enhance skin rejuvenation; injectable fillers,

such as Juvederm and Restylene, smooth out fine lines and deep wrinkles, while Botox minimize lines of expression, such as frown lines.

These simple procedures might cause temporary redness of the face, which goes away in 24 hours. However, the combination of lasers, fillers and Botox will make your skin look and feel more youthful than you can remember.

—MISBAH HUZAIRA KHAN, M.D.

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