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# What About Your Men?

Did you know that many men are pursuing plastic surgery?

by Dr. Nia Banks, Board Certified Plastic Surgeon



The number of men that pursue plastic surgery is growing. They have just as much desire to look young and attractive as women. Men have the added pressure of needing to look powerful: translate rested, virile, youthful, composed. In the Washington, D.C., area, in particular thanks to the presence of government and many corporations, the rate of plastic surgery among men is one of the highest in the country. As the economy has changed, businessmen and salesmen are feeling every greater pressure to compete with their younger, and sometimes lower salaried, competitors. Although their goals are different, many of the treatments are similar. Plastic surgery procedures like Botox®, Juvederm®, mole removal, liposuction, eyelifts, and neck lifts are not just for women. Men need not be worried; the goal of these procedures is not to feminize their appearance. Facial and body contours for men are notably different and remain so postoperatively.

## BOTOX™ Cosmetic Before & After



**Did you know that treatments with BOTOX® Cosmetic & “dermal fillers” are two of the most common noninvasive cosmetic procedures for men?**

Wrinkles and fine lines add character and expressivity but sometimes they distract from the image we want to project. For women, that may mean you look more tired or older than you feel or flustered as you talk. For men, wrinkles and furrows can make them seem angry or less composed than they would like.

Wrinkles are caused by repeat folding of the skin. Over time, these folds become set in your skin. There are several ways to lessen the appearance of facial wrinkles in men and women. To manage wrinkles without surgery, we can use neuromuscular blockade (to temporarily weaken small muscles that pull the skin and cause wrinkles) or fillers (gel particles that add volume and fill in the cracks caused by wrinkles).

BOTOX® Cosmetic causes a neuromuscular blockade. It temporarily stops muscles from receiving the signals that cause them to contract, allowing the overlying skin to relax. Carefully placed, it targets problem wrinkles. The goal is not to make your face to look like a mask! BOTOX® Cosmetic is generally used around the eyes (crow's feet) and the forehead (furrows). A treatment takes 10-15

minutes and improvement will be seen at one to two weeks after the treatment. The effects last for 3-4 months. This is an ideal treatment for both men and woman to relieve furrows between the eyebrows and lessen the appearance of crow's feet.

Restylane®, JUVEDERM®, and Prevelle® Silk are similar gel products made of hyaluronic acid (a compound already abundant in your skin) to fill in fine lines and wrinkles. They are injected into the deep layer of the skin to literally “fill” in cracks. In this way, they can also treat men with severe acne scarring. These are most commonly in-office procedures. The effect can be seen immediately and last for 3 months (Prevelle® Silk) or 6-9 months (Restylane®, JUVEDERM®).

### Does he need a little more than spackle?

For deeper wrinkles associated with excess skin, a neck lift or eyelift may be most appropriate. These procedures remove excess skin and lessen the appearance of wrinkles by pulling the skin taut. You may never need or want these surgical procedures, although they do provide dramatic differences. Lower eyelift is a popular procedure among men who want to look more rested and younger. Neck lifts address what some men describe as their “turkey neck” that can disturb even the manliest of men.

### Does that buff guy at the gym spend his whole salary at GNC or did he have liposuction?

Maybe both. There is no substitute for healthy eating and exercise, but despite this, some areas of stubborn fat can remain. Liposuction is a powerful tool that can greatly improve body contours. Liposuction is ideal for men or women that have stubborn areas of subcutaneous fat. Some men have fat on the lower abdomen or at the love handles that hides their hard-earned muscle tone. Excess fat on the chest wall, gynecomastia, is a disturbing problem that affects many men. Once we reach adulthood, we have a set number of fat cells. Liposuction removes these cells and they will not return. That means that even if you gain weight, your new body shape will be largely preserved. Liposuction, however, does not remove excess skin. Some patients that have good skin elasticity (little or no stretch marks) will have great skin retraction after liposuction. Other patients will have excess skin that remains or is more pronounced after liposuction. Many of these patients will benefit from laser liposuction which helps tighten the skin by heating up the collagen in the skin overlying the area of liposuction.

Performed by a board certified plastic surgeon, liposuction is safe and effective. Many procedures can be performed in an office setting making it convenient and allowing a faster return to regular activities. You will need to avoid excessive activity for 3-5 days after your procedure and can expect to wear a compression garment under your regular clothes for 2 weeks. For men, there will be no garments with eyelets. They can expect elastic garments with Velcro or spandex shirts similar to muscle shirts.

Reassure him that when he comes in for a consultation, he will not be alone. Many men often come for a joint consultation with their significant other. Schedule his consultation today.

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[www.DrBanksPlasticSurgery.com](http://www.DrBanksPlasticSurgery.com)

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