

## Men are lining up for plastic surgery like never before

The face of plastic surgery has typically been female: pouty lips, a pert nose, taut skin. But as more and more Americans go under the knife, the gender scales are beginning to balance.

According to the American Society of Plastic Surgeons, the number of cosmetic procedures performed on men rose 29 percent from 2000 to 2017. Injectable fillers have seen an astounding 99 percent increase in that same time, while eyelid surgeries and liposuction remain top treatments for guys who need a lasting fix.

Park Avenue surgeon Dr. Melissa Doft says she's seen a rising male interest in treatments — even within her social circle. Her husband's finance career used to dominate the conversation at dinner parties. Now, the guys ask her for insight into the latest techniques. "Plastic surgery used to be something that was whispered about, and now it's blasted [everywhere]," she says.

The blast may have reached women first, but guys are listening — and booking appointments. "You're seeing more of a cross-section of males," explains ASPS president Dr. Alan Matarasso, who notes that he's fielded increased requests for eye bag and neck surgeries in recent years. "It's not just the man in advertising or fashion — it's the lawyer who's uncomfortable putting on a shirt, or the businessman who hates wearing a tie because of what it does to his neck."

Drooping eyes and saggy necks can age a man beyond his years — and even mar his image in the workplace. "I've had patients saying, 'I'm tired of people asking me when I'm going to retire. I want to be in the game,'" says Doft.

The onslaught of millennial CEOs doesn't help, notes UES surgeon Dr. Michelle Yagoda, especially since age is no longer a requisite for the C-suite. "You don't have to be a white-haired male to make it in business now," she says. "Just look at Mark Zuckerberg."

Baggy eyes are typically due to genetics, aging or both, says Yagoda, which means she sees men of all ages. She cautions that bags aren't always caused by fat, so it's important to rule out allergies and other potential causes first. "If it is fat, it can be removed or repositioned into a different area," such as cheekbones, she explains. Minor cases may be treated using tear-trough injections of either filler or fat, which pad hollow areas to minimize the appearance of bags.

Tightening a droopy neck is a little different for men than it is for women. Whereas women's skin thins and dries as it ages, Yagoda says, "men have thicker skin, so there are more blood vessels there — they tend to deposit more fat in the area."

Yagoda suggests liposuction to reduce neck fat, since the procedure can be done quickly in a surgeon's office, rather than in an operating room. The newer injection Kybella can help reduce under-chin fat, says Yagoda, but requires three treatments and is typically more expensive than surgery, while offering muted results. The effect of surgery, she says, "can be completely life-changing. Someone who didn't have a visible jawline suddenly has a jawline."