

Bro-Tox & Manscaping

When you hear the words cosmetic surgery you often think of women, but a new trend is on the rise. “More and more men are having work done, especially after seeing their wife have a successful procedure,” Dr. Moosavi says. “Men are interested in quick recovery times and privacy. Because of their desire to keep the procedure discreet and avoid down time from work, many men are opting to have non-surgical procedures to keep them looking their best at any age.”

According to the American Society for Aesthetic Plastic (ASAPS) in 2013 nearly 900,000 men opted to have a non-surgical procedure. Botox, injectable fillers, laser hair removal, microdermabrasion, and chemical peels were the top five non-surgical procedures men had in 2013. This is most likely because they offer a quick turn-around time and are minimally invasive.

“Since men are unable to wear make-up to hide scars and blemishes, laser skin treatments can provide a quick solution for men,” Moosavi said. “This procedure can reduce wrinkles, even skin tone, and restore a more youthful appearance. Botox and fillers can also soften the appearance of wrinkles, especially the deep lines that are created between the brows. Laser hair removal provides men a permanent hair removal solution in areas ranging from the ears to the back.”

In 2013, 11.4 million Americans had some form of cosmetic procedure (ASAPS). As more Americans opt to have work done and benefits are seen, stigmas that were once associated with cosmetic surgery, are melting away, increasing the number of people opting to have procedures. The top five surgical procedures men had in 2013 were; liposuction, blepharoplasty (eyes/lids), rhinoplasty (nose), breast reduction, and otoplasty (ears).

If you or a loved one are interested in learning more about any of the procedures discussed, visit www.ultimateprs.com or call 304.399.4220.