

Bro Beautification

JEZ catches up with local docs on the top male pampering and procedure requests.

By Melissa Howsam

1 Eyelid Surgery

Eye spy! Men have demonstrated a "100 percent increase in interest... [in eyelid surgery] in the last two years," says Dr. Mark Beaty, "recogniz[ing] the value of looking vibrant and alert to further their business and social interests." From \$2,000, *Beaty Facial Plastic Surgery*, @drmarkbeaty

2 Photofacial

Swapping that "weathered leather look" for silky smooth skin via light-based technology, men are increasingly seeking this procedure, which notes Dr. Chynna Steele is "perfect for getting rid of dark sun freckles, splotches and uneven skin tone on the face and neck." From \$300 per treatment, *Steele Dermatology*, @steelederm

3 Nose Reshaping

This simple procedure is billed by the ASPRS as "the top male surgical procedure," says Dr. Brian P. Maloney, "restoring that youthful appearance" by correcting crookedness, humps, droop and/or breathing impairment. From \$5,600, *Maloney Center for Facial Plastic Surgery*, @drbrianmaloney

4 The Natural Male Face-Lift

Sharp jawline spells sexy. And with a "60-percent increase in men electing to have cosmetic facial procedures since 2000 per an AAFPRS annual study," says Dr. Mike Majmundar, men often opt for the face-lift to "better define [the] jawline and neckline." From \$5,500, *Northside Plastic Surgery*, @drmike_facemd

5 Juvederm Voluma

Look out, Clooney. "Voluma is quick, easy and very effective for creating a sculpted jawline, strengthening a weak chin or restoring some youthful fullness and lift to the cheeks," says Maloney. From \$1,000 per cc, *Maloney Center for Facial Plastic Surgery*, @drbrianmaloney

6 Liposuction

Washboard abs? You betcha. "The two most common areas for male body contouring are the abdomen including the waist and chest," says Dr. Lisa DiFrancesco. "In 2013, a 9 percent year-over-year growth in male liposuction was reported." From \$3,000, *DiFrancesco Plastic Surgery*, @difrancescomd

7 Male Breast Reduction

Saying no to man-boobs is the fourth most popular cosmetic procedure among men, says Dr. Phillip H. Nakano. "The number of men having male breast reduction has increased by 102 percent from 1997 to 2013." From \$5,400, *Prima Center for Plastic Surgery*

8 miraDry

Don't sweat it with this new FDA-approved noninvasive procedure, which reduces or eliminates underarm sweat by using electromagnetic energy to zap away sweat glands. "Forty percent of our miraDry patients are men vs. 10 to 15 percent for all other procedures," says Dr. Theresa M. Jarmuz. \$1,950 for single treatment, *Buckhead Facial Plastic Surgery*, @drjarmuz

9 Ultherapy

Get that extra boost of confidence in the love and job departments with this noninvasive tightening procedure that uses ultrasound energy to lift and tighten, and is becoming popular with men seeking a more youthful face. From \$750, *Sculpted Contours Luxury Medical Aesthetics*, @scontours

10 Botox

It's all about the bro-tox. "Botox injections—for wrinkles around forehead and fine lines—in men have increased by 20.8 percent according to the ASAPS," says Dr. Felmont F. Eaves III. From \$150, *Emory Aesthetic Center*, @emoryhealthcare



Secret's out! Today, approximately 33 percent of men have had Botox or cosmetic surgery, reveals Dr. Brian P. Maloney of Maloney Center for Facial Plastic Surgery.