

## Plastic Surgery and the Male Patient



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In the macho environment of today, one might imagine that cosmetic plastic surgery in a man is unthinkable. In fact, statistics from the American Society of Plastic Surgeons shows the opposite. Men of all ages are more focused on maintaining a healthy appearance with improved diets and exercise.

For those men who exercise regularly and cannot get rid of the flank or lower abdominal roll, liposuction and Coolsculpt-

ing has proven to be a perfect solution for these areas. Each technique has advantages and limitations. Outpatient liposuction under local anesthesia with deep sedation is routine. Over 23,000 procedures were performed on men in 2013. The procedure is almost painless when performed by a skilled plastic surgeon and recovery over a weekend suffices. Coolsculpting is a new, non-invasive office procedure in which localized areas of fat are "frozen". The body absorbs the fat deposits over a 2-3 month period. One can expect an approximate 20-25% reduction in the fat within the areas of the flanks and abdomen. There is virtually no down time.

Interestingly, the most common surgery performed on men of all ages in 2013 is rhinoplasty, cosmetic nose-resaping surgery. This fact speaks to the desire of many males to have more balanced facial symmetry. In the over 50 age group, upper and lower eyelid surgery is the most popular. Over 30,000 blepharoplasties were performed in 2013. This procedure combined with a carefully planned brow

lift can rejuvenate a man's appearance from looking tired to looking invigorated.

Gynecomastia is a condition afflicting many men. It begins in adolescence and progresses through adulthood. If you see a man wearing a bathing suit and sweatshirt on a 90-degree day, he most likely suffers from male breast enlargement and feels very uncomfortable showing his feminine breasts. This condition is called gynecomastia. Male breast enlargement is treated through ¼" incisions and liposuction in most patients. Some men will require an incision around the nipple-areolar complex for optimum results.

Among the non-invasive procedures, Botox®, laser hair reduction and soft tissue facial fillers lead the list. One in twelve patients for Botox and facial fillers is a man and over 1,000,000 injections were performed in 2013.

Rather than question whether you should consider having any form of facial rejuvenation or body contouring, make an appointment with a board certified plastic surgeon and learn about your options.