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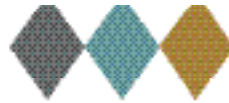
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It's a MAN'S WORLD

More than ever, men are
pursuing cosmetic procedures
to look and feel better.

By Holly O'Dell ♦ Illustrations by Randall Nelson



Wellness & Beauty: Cosmetic Surgery

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Twin Cities cosmetic surgeons, dermatologists, and medical spas report more male clients than ever.

According to Crutchfield, Botox works better for dynamic wrinkles—those caused by muscle movements and facial expressions—because it momentarily relaxes the muscles in question and therefore causes those lines to temporarily disappear. Restylane, on the other hand, works better for static wrinkles—the ones you see just looking in the mirror without facial expressions—because it literally fills in the wrinkles.

"[Botox and Restylane] are complementary, and they both extend the length of time the other one works," Crutchfield says. Men are also using Restylane to fill thin lips and scars, he adds.

While men are filling in some areas, they're melting away others. "The hottest rage of all would be mesotherapy," Crutchfield says. "It is an injection of vitamins and enzymes to take away cellulite and smooth out unwanted areas of fat. It's a nonsurgical replace-

When Kevin Maguire first began seeing Charles E. Crutchfield III, MD, of Crutchfield Dermatology in Eagan, it was because he was being treated for skin cancer.

On his next visit, Crutchfield encouraged Maguire to try Botox. "I had this line across my forehead," Maguire recalls. "[Dr. Crutchfield] gave me Botox there, and it just went away. It was a dramatic change." Soon, Maguire tried Restylane, a filler made of a natural acid that is injected into the skin to smooth out facial wrinkles and folds, on a crevice at the top of the nose between his eyebrows. "The effects of Restylane happen right away," he says. "I was very happy with the results; immediate gratification was there. It has lasted well over a year."

Maguire is one of many Twin Cities men having cosmetic procedures. According to a study by the American Society of Plastic Surgeons, the number of American men receiving minimally invasive cosmetic procedures increased by 43 percent and cosmetic surgery by 16 percent from 2000 to 2004. The numbers are similar in the metro area, with cosmetic surgeons, dermatologists, and medical spas reporting more male clients than ever.

"Traditionally, plastic surgery is something women have done more frequently than men," says Douglas Gervais, MD, of Minneapolis Plastic Surgery, where men account for 20 to 25 percent of his practice. "As the idea of it becomes more relaxed, it's not so unusual for people to do it now. It would seem natural that men would follow that trend. As a result of women doing it, their brothers, spouses, or boyfriends are saying, 'Hey, maybe there are some things that I can do to look and feel better.'"

More than Nips and Tucks

Men are seeking a range of nonsurgical (or minimally invasive) and surgical treatments. Because of the quick results and lack of downtime, one popular course for men is the use of "injectables"—most notably, Botox and Restylane.

ment for liposuction. It's relatively painless and it takes five minutes."

The use of lasers and intense-pulsed light (IPL) is also heating up. One such treatment is Laser Genesis, which reduces the presence of fine lines and wrinkles and acne scarring by warming the deeper dermis layers, says Terry Brown, owner of the Laser and Cosmetic Center in Plymouth and St. Paul. Skin tightening is another common request from Brown's patients. The aptly named Titan technology is a proprietary light source that targets water in the skin and heats up collagen, allowing collagen fibers to contract. "As we get older, our collagen fibers lose elasticity," Brown explains. "What this does is breaks up those straight fibers and gets them to contract again."



Eyelid surgery is the third most popular cosmetic surgery men seek on a national level.

Technology like Titan and Thermage, another nonsurgical skin-tightening procedure, have opened a new door for men, says Scott Ross, MD, of Minneapolis Center for Cosmetic and Laser Surgery in Eden Prairie and the SkinKlinik in Edina. "Before Thermage, if somebody wanted to tighten up facial skin, they would have to do eyelid and facelift combination surgery, which is very invasive and very costly," says Ross, who estimates that 20 percent of Thermage patients are men. "Then Thermage came along. When I first started doing it, I figured it would be a lot of women. As I started doing more and more of this, I've been surprised by the number of interested men."

However, some cosmetic enhancements are better suited to surgery,



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particularly for those who want a longer-lasting solution. One common procedure is eyelid surgery, or blepharoplasty. In fact, it's the third most popular cosmetic surgery men seek on a national level. "In our practice, we have seen a 200 percent increase in the number of males having cosmetic eyelid surgery in the last two



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years," says Eric Nelson, MD, of Minnesota Ophthalmic Plastic Surgery Specialists in Edina.

The increase in blepharoplasty does not surprise Nelson. "The eyelids are one of the most visible and expressive areas of the body, and therefore both

men and women will want to address aging or hereditary issues here first," he says. "[The surgery] usually involves removing a combination of skin, fat, and other tissues to eliminate the excessive heaviness and hooding in the upper eyelids. This surgery has a double benefit of improving peripheral vision and creating a more youthful look, and the incision is hidden in the patient's natural eyelid crease." In some cases, insurance companies will cover procedures that alleviate visually disabling drooping of the eyelids.

Hair restoration is one treatment that has both surgical and nonsurgical solutions. Laser hair therapy (LHT) is a noninvasive approach to stimulate hair growth for those with thinning hair, says Wally Schmelz, president of Advanced Medical Institute in Eagan.

In LHT, a cool laser creates a soft halo of light around the scalp and uses low-level energy to control and treat the hair loss. "The follicle, due to a



Hair restoration is one treatment that has both surgical and nonsurgical solutions.



lack of blood flow, [becomes damaged], and eventually hair will fall out," Schmelz explains. "Laser hair therapy uses 30 lasers that circulate around the scalp and bring blood flow to repair damaged hair follicles."

But Schmelz says not everyone is a good candidate for LHT. "It's not a viable option for someone who's bald. You need to have follicles still in tact."

For those who are experiencing baldness, however, there's still hope. Microprecision follicular grafting is a procedure in which a surgeon uses tissue from the back and sides of the patient's head, dissects follicles from the tissue, and implants them into the recipient sites. The follicles used near the front of the hairline contain a single hair, while further back on the head, the doctor will transplant follicles with two, three, and four hairs. This process avoids the "plug" look that traditionally has been associated with hair transplantation.

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"We want to duplicate what they once had," Schmelz says. "The procedure should be imperceptible that you've had it. There's no fear of plugs or cornrows. There's nothing clumpy or unnatural about it." The procedure can take from three to six hours, but the surgeon uses local anesthetic, so the patient can drive himself to and from the appointment.



When it comes to the future of plastic surgery and minimally invasive procedures, be on the lookout for a much younger crowd.

Achieving Desired Results

For men seeking cosmetic procedures, the goal is simple: to look and feel better, no matter what their age. "If I were to generalize, I'd say [the typical male patient] is most likely someone in their thirties to fifties, a professional person, and someone as a rule who's fit to some degree and wants to tidy up on a few things," Gervais says. "But the fact is, we can get a nineteen-year-old who wants his nose done and a sixty-five-year-old who wants a facelift."

When it comes to the future of plastic surgery and minimally invasive procedures, be on the lookout for a much younger crowd, Ross says. "Just look at teenage boys. They're not going in to get a haircut—they're getting it cut a certain way and coloring the tips. What's that going to lead to in ten years?" ♦

