



The Aesthetic
Menaisance

For men who want to look their best

By Anna D. Guanche, MD

Traditionally, the development of aesthetic procedures was focused on women. In recent years, we have found an increased number of men seeking similar treatments. The most frequent male aesthetic patients have typically been CEOs and actors, but now, we see men from many different professions seeking to look their best. The male patient wants a different approach: simple, effective, low maintenance. In the movies, we see examples of male beauty – Hugh Jackman, Channing Tatum and Henry Cavill – that set the standard in ways that mirror the female beauties who have graced our screens since the beginning. More men are seeking procedures to match their appearances with the vibrancy they feel inside. This has been encouraged not only by the media, but also with male hormone replacement that has brought many men “back into the game.”

In general, when you ask a man why his mate is attracted to him, he can only shrug and say that he is glad she or he is attracted to him. He has no idea what the exact features are that make him attractive. Leave this to us! We know from pop culture which men’s features are overwhelmingly popular: a V-shaped torso (see Magic Mike); a strong jawline and brow; and angular features that are not too severe – more like Superman and less like the Hulk! When correction or enhancement is sought, it is a fine balance between desirable features and exaggerated ones. In truth, desirable male facial features are different than the ones of women and must be addressed as such.

Brotox

The popularity of injectables in men is steadily increasing. Men have coarser facial features, stronger facial muscles and a wider bone structure. Their brows are lower and more horizontal – sans arch. In men, a completely smooth look with arched brows can be unsettling.

Generally, the first treatment with Botox® should be used in the same dose as for women (slightly undertreated) because this will leave some natural movement and integrity to the brow. Otherwise, those already low brows may drop like curtains in front of a man’s eyes. The frown lines on men can be very prominent – think Leonardo DiCaprio – and luckily, the world can forgive them for this, until they deepen to the point of looking severe. In this area, a smaller dose of Botox and very judicious use of filler can maintain expression minus the “perma-frown.” Crow’s feet may or may not be treated in men or can be half-treated because they are a sign of affability, approachability and a sense of humor since they come from smiling. The

lines can be softened while maintaining a masculine appearance, both at rest and during facial expression.

Strong Angles

Men with a strong chin and brow are more attractive to women who are ovulating, a study published in the journal *Evolution and Human Behavior* found, suggesting that a strong jawline is associated with stronger genes. When we look at examples of handsome men, we invariably notice a strong angular jawline. Think Superman, Henry Cavill, Robert Pattinson and Hugh Jackman. The cheeks in these men are chiseled, flatter in the front and more prominent on the sides. The jawline is defined and slightly flared.

The male cheek can be augmented in a quick, minimally invasive way using fillers. Fillers that we use for men are Juvederm®, Juvederm Voluma® and Radiesse®. We take a different aesthetic approach than with female cheek augmentation. For women, we try to achieve a soft, full look for the lips and apples for the cheeks. For men, we instead augment the flare of the jaw to give a strong, angular appearance and fill the cheekbones further back, just below the temples. A strong chin has always been favored, and now, fillers can be used to project the chin and broaden it, if desired. In order to avoid a tired, gaunt look, we can also fill tear troughs under the eyes to reduce dark circles.

Manscaping

According to the *Urban Dictionary*, the definition of manscaping is: To groom a man. Shaving, waxing, cleaning up the superfluous fur. One thing most women can agree with is that they could survive without their man’s ear, nose and back hair. Laser hair removal is a great long-term answer to eliminating the problem in these areas. Barring that, strategic use of clippers for the chest can be a great plan. Getting body hair under control not only sharpens a man’s look but is also a proven confidence booster.

Laser hair removal with the GentleLase® device can rid the skin of unwanted hair in a series of treatments. It is a high-energy, long-pulse laser that creates a beam of high-intensity light that penetrates deep into skin tissue where it delivers a controlled amount of therapeutic heat. The Dynamic Cooling Device (DCD) technology protects the upper layers of the skin with a cooling burst of cryogen. Together, the long-pulse laser and DCD cooling offer optimal treatment with minimal side effects. Parameters and settings need to be set based on skin type and hair color in order to provide optimal results. Very light or grey hairs cannot be

removed, so it behooves one to get the treatments before they go grey, lest they end up with a Yoda-like result.

V-Shaped Torso

Masculine features include broad shoulders and strong arms and abs (see Magic Mike). When middle age starts creeping up on men, or even sometimes from the very start, they are not able to achieve the V-shaped body because of localized fat on the sides, also known as love handles. Without surgery or downtime, these problem areas can be reduced.

Coolsculpting® is an innovative technology that uses controlled cooling to freeze and eliminate unwanted fat cells without surgery or downtime. This is a perfect solution for the lower abdomen and love-handle area that men routinely complain about. The procedure is safe and effective, consistently providing a quarter-inch reduction in the treated area. The results are noticeable and long lasting. It is best for people who exercise and are fit but have stubborn areas that they can’t seem to get rid of. In our practice, this procedure is extremely popular.

The Aesthetic Menaissance is for men seeking to look and feel their best. There are many low-to-no-downtime procedures that enhance or restore the male appearance. Whether it be facial fillers or Botox®, we can achieve a natural-looking result that respects the integrity of the masculine face. Laser hair removal can smooth out the rough edges and make manscaping, or grooming, easier. The waistline can be addressed without surgery or downtime. As long as procedures are tailored specifically to the male patient, the results are excellent. ■

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