

# Top Cosmetic Procedures For Men

MEN ARE TAPPING INTO COSMETIC PROCEDURES TO GET THE LOOK THEY WANT

**Dermatologist John Troccoli, MD with Advanced Dermatology PC, Shares Tips on How Men Can Make the Most of the Latest Options.**

Do a quick web search and any number of “manscape” tools will pop up – testimony to the surge in personal-grooming-for-him that has transpired since the term surfaced 15 years ago. But today, a man’s ability to tidy his body hair is merely the tip of the iceberg. “Men’s interest in achieving their appearance goals is now fully accepted,” notes Dr. John Troccoli, a board-certified dermatologist with Advanced Dermatology PC. “That freedom – coupled with the rise in cosmetic procedures – has more and more men making the most of opportunities to enhance their looks or turn back the hands of time.”

A quick scan of the American Society of Plastic Surgeons’ data shows that today’s cosmetic-procedure patient is increasingly male, with the number of procedures-for-him topping 1.3 million in 2017, a rise of almost 30 percent since 2000.

“Men’s increased comfort with cosmetic procedures has coincided with millennials’ embrace of such options,” observes Dr. Troccoli. “Social media has increased awareness and acceptance – as well as emphasizing personal appearance.”

Both body contouring and anti-aging procedures have seen growth since 2016: the number of men choosing to get either liposuction or ‘botox’-type injections increased by five percent.

“Men’s physiology offers the ability to benefit in different ways,” states Dr. Troccoli. “Men’s skin elasticity, for example, offers enhanced benefit from body-contouring procedures such liposuction. Their unique physiology, however, also underscores the importance of making fully informed choices.”

To help men navigate the increasing number of procedures available, Dr. Troccoli offers the following tips:

Tips to Help Men Make the Most of Today’s Cosmetic Procedures

1. Choose your doctor carefully: “The fact that men’s bodies are different from women’s is particularly important when it comes to having any cosmetic procedure performed,” Dr. Troccoli emphasizes. “Men’s skin and fat are distinct and will respond differently. Also, men may want a more ‘masculine’ result. You want to make sure that your doctor has experience working with men. Ask to see ‘before’ and ‘after’ pictures of their male patients.”

2. More or less? Get informed about the options: “Increasingly, there are non-surgical procedures available,” points out Dr. Troccoli. “For example, when it comes to fat: Yes, liposuction is effective. But CoolSculpting also can remove fat deposits – non-surgically. Likewise with a double chin: There’s the non-surgical approach of Kybella. And for thinning hair, LaserCap is a noninvasive option. Make sure your doctor presents the range of possibilities so that you can make the choice that’s best for your body and your lifestyle.”

3. When it comes to wrinkles, there’s much more than ‘botox’: “The anti-aging breakthroughs we’ve seen give patients so much to choose from,” Dr. Troccoli says. “‘Botox’-type injections are great – but other injectables also can rejuvenate the skin, for example hyaluronic acid injections such as Juvederm. Look to your doctor as a resource so that you can make the choice that is tailored to your situation.”

4. Know what it takes: “Some procedures require more than one treatment,” explains Dr. Troccoli. “Communicate your expectations clearly, and make sure that you clearly understand the possible outcomes and what is required to achieve them. Take hair-removal laser treatments: the technique is extremely effective, but it requires more than one treatment to address the follicles’ growth cycle. And larger areas, such as the back, require longer sessions.”

5. Don’t “man through” your recovery: “Stay focused on your desired outcome,” Dr. Troccoli recommends. “For more involved procedures, follow your doctor’s ‘rest-and-recuperate’ advice so that you can get the most from it. If you’re the stoic type, enlist a family member or a friend to provide support and reminders in the first week after your procedure.”

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