


**STAR
POWER**

(from top) George Clooney has allegedly had eyelid surgery; Simon Cowell dabbles in botox; Gordon Ramsay has had dermal fillers.

FILLERS, FACE LIFTS & FROWN-FREE FACES: WHY MEN ARE CHASING PERFECTION

There's no denying plastic surgery and injectables are on the rise. Here, Kelsey Ferencak discovers what's driving Australian men to jump on the cosmetic bandwagon

Plastic surgery and cosmetic treatments are booming worldwide, with the lockdown "Zoom boom" leading to a 70 per cent increase in British men undergoing "tweakments". From botox to boob jobs, the procedures that were once kept under wraps (both literally and figuratively) are

now as common as a facial, and men are jumping on the bandwagon.

They're even publishing books about their experiences under the knife and needle, with UK journalist Jeremy Langmead recently publishing *Vain Glorious: A Shameless Guide For Men Who Want To Look Their Best*.

"Males [have become] more comfortable with having treatments in recent years," says Dr Naomi McCullum, founder of Sydney skin and cosmetic clinic The Manse Clinic, where the customer base is made up of 15 per cent men. "Decades ago, when I started in the cosmetic industry, it was more hush-hush and there was even some embarrassment associated for a noticeable per cent. Fortunately, society has progressed in its thinking and males now get more enjoyment from looking after themselves."

Dr Jack Zoumaras, a plastic surgeon and owner of cosmetic clinic Artiste, agrees that while only 5-10 per cent of his clients are male, the rise in interest is real. "Social media is the driving force behind its popularity, and often their partner encourages them to try a treatment after tagging along to an appointment," Zoumaras explains. So what procedures are most popular in-clinic? According to the experts, anti-wrinkle injections are the frontrunner, followed by dermal fillers for volume and vein-, freckle- and mole-removal. "Males like the more natural-appearing treatments like threads, [the injectable dermal filler] Sculptra and fat-blasting procedures – they're also looking after their skin with lasers," McCullum says.

"Masculinisation treatments like jawline and chin filler are really popular and will continue to grow," she adds. "I always highly recommend treatments that remove fat from the double chin [such as liposuction and Belkyra, an injectable treatment that dissolves fat] – the satisfaction rate when you sharpen and create a strong jawline is super high. It does so much for their aesthetic and for their ageing prevention, too."

Paras Cladakis, 25, is a skin therapist who has an extensive regimen of regular facial treatments. "I have problematic skin, so in two- to four-week intervals, I have chemical peels, skin needling and microdermabrasions, supported by LED light treatments three times a week," he explains. "Every few months I do something more drastic or intense, like BroadBand Light therapy, non-ablative laser or high-intensity focused ultrasound for skin tightening and maintenance. Working in the industry [means that] injectables also come into play.

"We live in a very image-conscious and looks-driven society, and ultimately we just want to look and feel the best we can."

When it comes to surgery for men, Zoumaras says the biggest driving force to go under the knife is to look less tired. "Eyelid surgery is great to look refreshed and more youthful, especially the upper eyelid to remove excess skin and the lower eyelids to remove fat bags and shadows."

But the focus isn't just on the face; body treatments are also on the up. Cladakis says he turns to the body-contouring treatment Emsculpt and cryo procedure CoolSculpting to target stubborn pockets of fat and build muscle. Meanwhile, penis enlargements and hair restoration are also becoming increasingly popular, bolstered by their minimal downtime.

Whatever the treatment, cosmetic treatments are about looking like a better, refreshed version of yourself, not like someone else – so leave the photo of Chris Hemsworth at home. ❖

THE TRIAL

"At 43, I'm keen on as much lifting and tightening as possible"



The Hollywood Lift, \$800, northshoreaesthetics.com.au

"At 43, I'm keen on as much lifting and tightening as possible – but not on knives or invasive procedures. So I book in for a 30-minute treatment using Ultraformer III technology, which targets all three layers of skin by working from deep in the dermis right up to the surface. The procedure involves contracting collagen fibres to strengthen and support skin, and while it's not exactly pleasant, it does work. Within hours, my face looks fresher, and two weeks later, the reflection in the mirror looks just as rested and rejuvenated."

Nicholas, Deputy Editor



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