

WHY MORE AUSSIE MEN ARE GOING UNDER THE NEEDLE

TRENDS

JOANNA HALL

**A** growing number of Australian men are having lunchtime facial “fixes” to help boost their confidence, their careers and more.

Botox is one such fix, a series of injections of a neurotoxin that freezes muscle tissue and helps to relax wrinkles, improve facial contours, and prevent fine lines from deepening over time. Dubbed “Brotox” for men, in the US more than 265,000 treatments were administered to males in 2020.

Australian specialist plastic surgeon, Dr Jack Zoumaras, says he’s also seeing more Aussie men go “under the needle”.

“A lot of my female patients have brought their partners in for some refreshing,” he says.

“Additionally, in my practice, there appears to be a trend of males having non-surgical treatments.”

Aussies are spending around \$1bn on cosmetic procedures every year. “The number of injectables used in our cosmetic clinics tripled in the year to April 2021,” says Zoumaras.

“And as of January 2021, the most popular form of cosmetic surgery in Australia based on search volume data was Botox, with around 12,100 results per month.”

Dr Josh Wall, medical director at Cosmetic Clinics in Sydney, says men are seeking cosmetic treatments because of ageism in the workforce, the Covid-19 “Zoom effect”, and social media. He says that while the stigma surrounding cosmetic treatments is waning, it still exists.

“We’re seeing plenty of male patients who are conscious of signs of ageing but have never had a cosmetic treatment before,” he says. “These men were not usually concerned with their appearance in the past but have a new-found awareness of certain facial quirks and imperfections.”

When former NFL star Deion Sanders became the face of Botox in the US at 50 it underlined the growing popularity of male cosmetic procedures. “I noticed frown lines and crow’s-feet, and I am like, ‘I have got to do something about this!’” he



DR JACK ZOUMARAS

told Entertainment Tonight in 2017. “It was the first time I have ever done that, but I go by the model and the slogan that I used my whole career: if you look good, you feel good. I absolutely love the results.”

Wall says there are gender differences in administering Botox injections, due to biological structure and the desired outcome.

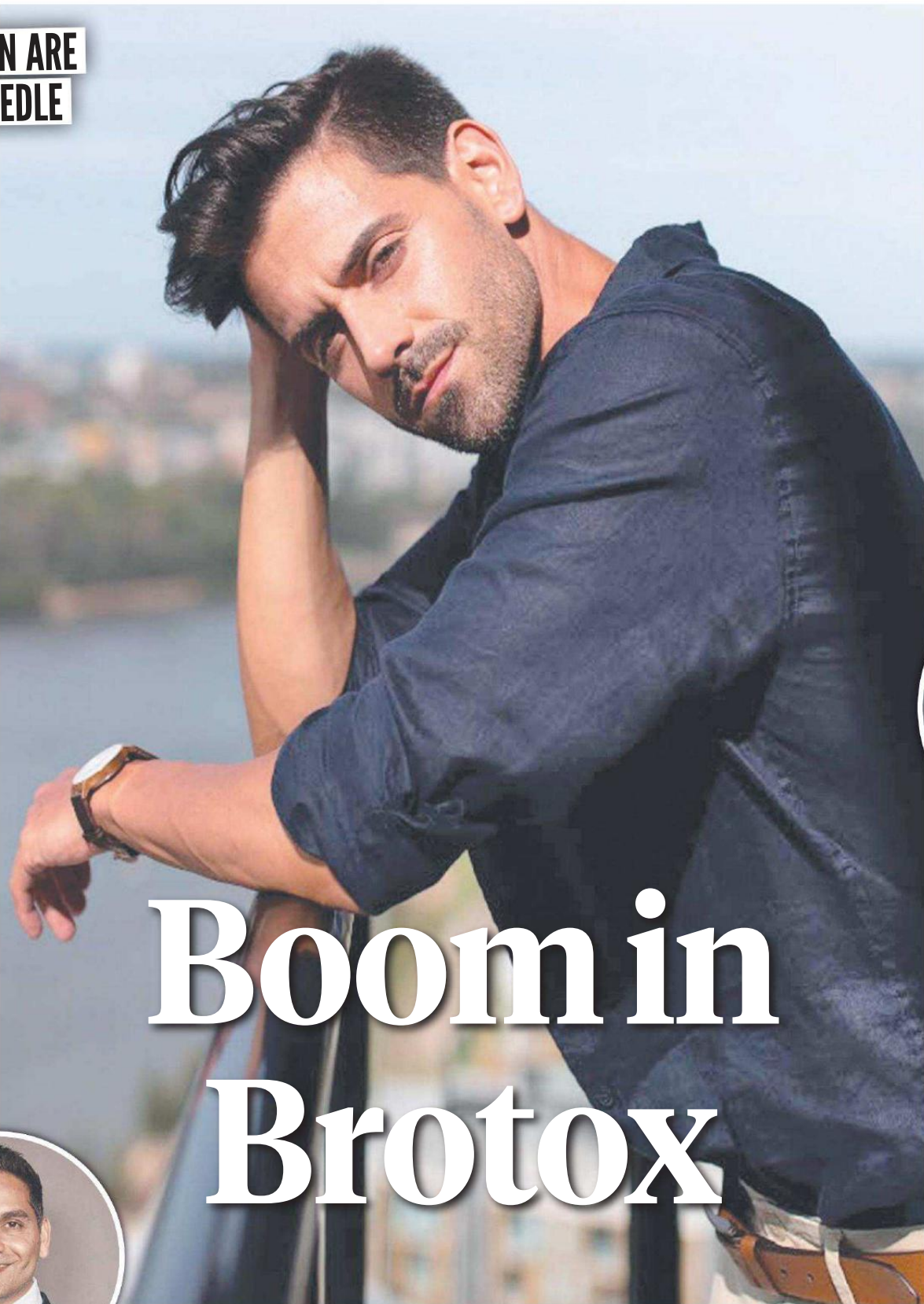
“Masculine-looking outcomes

need to address chin width, brow position, forehead contour, cheek contour, jawline angle and width, and lip shape and projection in different ways from a feminine look,” he explains. “This requires more product for men than for women.”

When it comes to celebrity faces Daniel Craig, Brad Pitt and Chris Hemsworth are popular, however, Wall warns against overdoing any procedure in search of a new look.

“What we do is educate men on the less-is-more ethos,” he says. “Also, how cosmetic medicine is best used to enhance and improve to achieve a believable, natural result that rejuvenates and refreshes, rather than an obvious, shocking effect that warps a person’s natural features to the extent of looking fake or overdone.”

Ivan Martin, a model from Sydney, started having Botox injections two years ago when he



Boom in Brotox

Model Ivan Martin, 38, started having Botox two years ago.

Botox dos and don'ts

1. **Don't** drink alcohol for at least 24-48 hours before and after your procedure.
2. **Do** take Panadol for pain relief.
3. **Do** skip rigorous exercise for 24 hours afterwards.
4. **Don't** lie down, bend forward or do anything that puts your head lower than your heart for about 4-6 hours immediately after Botox as it will affect the outcome.
5. **Don't** visit saunas, steam rooms, solariums or go sunbathing for 48 hours afterwards.

Source: Dr Josh Wall



DR JOSH WALL

noticed changes in his face. “I did it to feel confident in maintaining my look and provide what clients are looking for,” says Martin, 38.

“I wanted to look refreshed, but I still wanted to look like me, but from three or four years ago.”

When he told friends he was getting Botox, Martin says they were “excited” for him.

“I have many friends, male and female, who invest in their appearance with different treatments. I don’t think it’s a shocking thing nowadays,” he says.

Martin takes care of his skin by using sunscreen, serum, moisturiser, and having facials.

He says that if a man wants to have Botox he should go for it.

“You won’t regret it once you see what it can do,” he says. “It’s a great way to slow down the ageing process, and I think guys worry about that as much as women do.”

Zoumaras says there are risks with any surgical procedure, and while relatively safe, Botox is no different.

“It can cause droopy eyelids and eyebrows if administered incorrectly,” he says. “Everyone considering Botox should thoroughly research a practitioner before undergoing treatment.”

It’s popular, so let’s see how much vitamin C you really need

SUPPLEMENTS  
ASHLEIGH JONES



**V**itamin C is perhaps one of the best known vitamins, famous for its ability to prevent scurvy in sailors back in the 1700s and, in modern times, your mum’s favourite remedy for a cold. But these days we’ve moved past the humble citrus fruit, and you’ll find added vitamin C in everything from pills to powders – it’s even a powerhouse ingredient in skincare. But are vitamin C supplements a

good use of your hard earned cash? Here are the pros and cons of supplementing this popular vitamin. **How much vitamin C do we need?** The recommended daily intake of vitamin C for most Australian adults is 45mg per day, and for most people, this isn’t difficult to achieve, as vitamin C is found in many fruits and vegetables. In fact, 45mg can be achieved with as little as half an

orange or a little over two baked potatoes. Those looking to reduce their risk of developing chronic diseases such as heart disease, cancer, eye diseases, and neurodegenerative conditions should aim for the “suggested dietary target” of 190mg for women and 220mg for men.

Keep in mind these are broad guidelines, and people will have different needs. How much vitamin C your body needs will be impacted by your biological sex, stage of life,

and other factors such as medical conditions.

**Cold prevention?**



Taking a vitamin C supplement regularly might stop you feeling quite as sick when you do catch a cold, and you might recover more quickly, but it won’t prevent you from catching a cold.

**Can you have too much vitamin C?**

It’s extremely uncommon to consume too much vitamin C from food and drink alone. But when it

comes to supplements, you need to pay attention to recommended doses. For most vitamin C supplements, it is recommended that you do not consume more than 1000mg per day. There can be side effects from consuming too much vitamin C such as nausea, abdominal cramps, headaches, fatigue, kidney stones and diarrhoea.

The bottom line? Eating plenty of fruit and vegetables is a great way to ensure you’re consuming enough vitamin C.

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