

Cosmetic Concerns Among Men



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KEYWORDS

• Hair transplant • Submental fullness • Sexual dimorphism • Photo aging • Neuromodulators

KEY POINTS

- Men make up 10% of all cosmetic procedures.
- Men are concerned about looking feminized.
- Hair transplant and liposuction are the most common surgical procedures.
- Neuromodulators are the most common noninvasive cosmetic procedures.

The appearance of aging results from both internal factors, such as genetic predisposition, hormones, and free radicals, as well as external environmental factors, such as solar exposure. UV radiation is responsible for up to 90% of skin aging.¹ Commencing at age 30 years, men have an average reduction of testosterone of 1% per year.¹ A reduction in testosterone is correlated with a decreased thickness of male skin.² The combination of genetic, hormonal, and extrinsic factors lead to a loosening of elastic fibers and collagen, producing wrinkles and skin laxity.¹ Men also care about the presence of scalp hair. With regards to hair loss, a large concern among men, males differ from females in that testosterone and dihydrotestosterone play a role in androgenetic hair loss.³

A 2007 survey of men regarding their perception of cosmetic procedures revealed that 40% were interested in undergoing a cosmetic procedure.⁴ For many men, an initial consultation, without anticipation of performing a specific procedure, is best performed to discuss their specific concerns. This is because men may be less familiar with cosmetic procedures and ask the physician

for help with a specific concerning area or simply request a global reduction in visual signs of aging.⁵ When asked why men are reluctant to undergo cosmetic procedures, a common reason for hesitation was a fear of appearing feminized.⁶ Men are acutely aware of the sexual dimorphism of facial features and wish to maintain or enhance traditionally masculine ones. An example is the different craniofacial shape between men and women.⁷ As men develop confidence that physicians are able to maintain a masculine appearance, the number of men seeking cosmetic treatments will continue to increase. Despite the gap between women and men undergoing cosmetic procedures, as of 2015, men were consumers of close to 10% of all cosmetic treatments^{6,8} (Fig. 1). This equates to a 325% increase in cosmetic procedures received by men since 1997.⁹ There is an increased trend of nonsurgical interventions and decreased trend of surgical interventions. For those men undergoing surgical cosmetic procedures, the American Academy of Facial Plastic and Reconstructive Surgery reports the most frequent procedure performed

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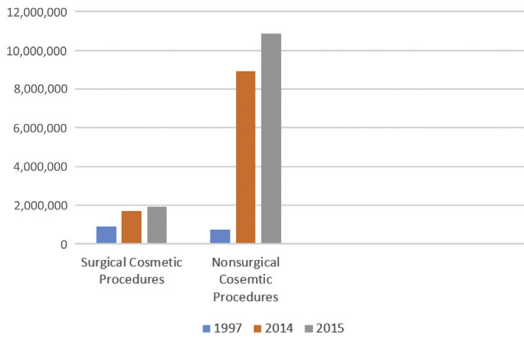


Fig. 1. Cosmetic procedures for both men and women.

is hair transplant, followed by rhinoplasty, blepharoplasty, scar revision, and facelift (**Box 1**).¹⁰ Dermatologists report that the most frequent noninvasive cosmetic procedure is neuromodulator injections.¹¹ Jagdeo and colleagues¹² asked 600 men, primarily Caucasian, aged 30 to 65 years, what cosmetic concerns they had. Among that group, facial wrinkles were of concern to 48%; hair loss was a concern to 40%, and appearance of bags under the eyes was a concern to 44%. Dark under eye circles concerned 34%; sagging facial skin was a concern for 29%, and submental fat was a concern for 28%. Back hair was a concern among 20% (**Box 2**).¹² Pigmentation irregularities, such as lentigines and actinic damage were of concern to 30% to 34% of surveyed patients, respectively.¹² Ross and colleagues¹³ reported that in San Diego pigmentation irregularities were the most common presenting concerns for men (**Box 3**). Men wish to achieve results that minimize apparent age, but maintain a masculine facial anatomy, requiring techniques that differ from those used to treat women.

Throughout history, hair has been an important focus of social acceptability. The Romans learned to dye their hair, and the Egyptians wore wigs over close cut hair styles.¹⁴ The terms big wig and bad hair day are examples that demonstrate the value

Box 1

Top 5 most common facial cosmetic surgeries in men

1. Hair transplant
2. Rhinoplasty
3. Blepharoplasty
4. Scar revision
5. Facelift

From Holcomb JD, Gentile RD. Aesthetic facial surgery of male patients: demographics and market trends. *Facial Plast Surg* 2005;21(4):225; with permission.

Box 2

Top 10 cosmetic issue men are most concerned about

1. Facial wrinkles
2. Under eye bags
3. Hair loss
4. Facial sun damage
5. Dark under eye circles
6. Brown age spots
7. Sagging facial skin
8. Submental fullness
9. Brow ptosis
10. Back hair

From Jagdeo J, Keaney T, Narurkar V, et al. Facial treatment preferences among aesthetically oriented men. *Dermatol Surg* 2016;42(10):1160; with permission.

of hair in today's society. Scalp hair is a sign of youth, while back hair is not universally considered attractive; body hair removal represents 11.4% of male cosmetic treatments.

DHT, an androgen that results from conversion of testosterone by 5- α -reductase in hair follicles, results in male androgenetic hair loss by reduction of the hair's growth phase.¹⁵ Male hair loss most often results from genetics and aging, with most men demonstrating some degree of androgenetic hair loss by 50 years of age.^{3,16} A reduction in scalp hair may negatively impact a man's self-esteem.^{3,16} Sixty-six percent of men with androgenetic alopecia wish they had more hair.¹⁶ Sixty-two percent of men reported being teased about hair loss.^{16,17} These rates of male dissatisfaction with hair loss have been found the United

Box 3

10 most common presenting cosmetic concerns for men

1. Poikiloderma
2. Acne scars
3. Telangiectasia
4. Static pigmentation–lentigines
5. Dynamic pigmentation (melisma)
6. Seborrheic keratosis
7. Sebaceous hyperplasia
8. Shaving bumps and folliculitis
9. Wrinkles
10. Jowls

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