

# Cosmetic surgery: Vanity, thy name is man

If you've been keeping up with the latest news in cosmetic surgery, you would know that more and more men are turning to the "nip and tuck" options to conserve their youthful appearances.

Currently, middle-aged men make up about 20 percent of a cosmetic surgeon's practice. The American male-grooming market alone is now worth US\$3.5 billion.

Men are beginning to face the mirror with less hesitation and seem to be changing their stance about numerous issues that were previously deemed to be too feminine or eccentric.

It is still not quite the same, but the pressure to look youthful, healthy and dynamic has led men to rethink their attitudes to beauty products, facials, cosmetic surgeries, diet pills and other quick fixes.

Let's face it — we live in a youth-oriented society. It is sad but true. The public constantly scrutinizes entertainers, politicians, businessmen, leaders and people in high profile jobs. The pressure is on



Courtesy of FlyFreeForHealth

MARCO FARIA CORREA

and these people need to look good to win the hearts and confidence of the public.

Today, most men are eating right and lifting weights but to gain muscular strength but to gain muscle definition. While most women turn to cosmetic surgery for vanity, men do it for their careers. With little spare time, cosmetic surgeries like liposuctions, tummy tucks and facelifts are becoming increas-

ingly popular with men as a way of maintaining their image.

Although many of the cosmetic procedures performed on women can also be performed on men, the objective of the surgery may differ considerably. Men's goals include a more balanced nose, hair transplants, eyelid surgery, a more revitalized face, improved muscle tone and a trimmer waistline.

The procedures used to achieve these goals must take into consideration factors such as body type, skin thickness, beard growth and others. In addition, there are many technical differences in the composition of a man's body.

For instance, the signs of aging for men appear differently than in women and men's bodies tend to store fat in different areas as well. Therefore, it takes a specifically skilled and experienced plastic surgeon in male reconstructive surgery to perfect these procedures.

"Your doctor should first evaluate your health and reason for the operation (to avoid

unrealistic expectations). Following that comes the physical exam and your doctor should explain what kind of surgical techniques are best for you, the possible risks and the cost involved," says Marco Faria Correa, a renowned Brazilian cosmetic surgeon from the Camden Medical Center in Singapore.

"The aim of abdominal surgery for men and women is different. Men want a bulging and defined six pack, while women only need a hint of those muscles with taut skin and a nice belly button. "For face surgery, the doctor needs to consider facial hair when it comes to doing a procedure for men. And in general, men's facial skin has a richer blood supply than women's, so the surgeon has to be fully experienced to achieve the best results," Correa says.

He adds that cosmetic surgery might appeal to our quick-fix and fuzzi-free approach to life, but before jumping the gun to such procedures, it is best to seek the

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