



HOW TO TAP INTO GROWTH IN THE AESTHETIC MARKET FOR MEN: TREATMENTS AND APPROACHES




Men are increasingly seeking out aesthetic procedures, and for some practitioners this audience represents their fastest-growing client segment.

The most successful providers have pursued a deliberate strategy for the male market. In this guide, we will detail the winning approaches of Venus Concept clinic partners in more than 60 countries.

You'll learn the most popular procedures, how to adapt your consultation for men, and special considerations for attracting men to your practice. The rewards are enhancing the quality of life for men who may previously have felt stigma around aesthetic treatments and strengthening the financial foundation of your practice.





MORE THAN HALF OF MALE
CONSUMERS AROUND THE
WORLD CONSIDER THEIR
LOOKS TO BE IMPORTANT.

MEN VALUE THEIR APPEARANCE & TURN TO NON-INVASIVE PROCEDURES

Aesthetic treatments for males are moving into the mainstream and several factors are driving this growth, including increased awareness and availability of aesthetic procedures.

Other influences are a competitive job market, the rise of social media and wanting to look good in pictures, and the growing number of male celebrities who have had enhancements.

More than half of male consumers around the world consider their looks to be important or very important, and about 29 percent touch up their appearance during the day.¹

This attention to appearance is projected to fuel growth in the global male aesthetics market at a compound annual rate of 7.3 percent through 2024.²

Furthermore, men accounted for 8 percent of all cosmetic procedures, both surgical and non-invasive, in the United States in 2018, up 29 percent since 2000, according to the American Society of Plastic Surgeons (ASPS).³ The growth rate for minimally invasive procedures was 72 percent.

As with women, growth in the male market is fueled in part by younger consumers who view aesthetic treatments as preventative measures. A survey of 1,300 aesthetics physicians in 18 countries showed that 40 percent said men should start coming in for cosmetic treatments in their 20s.⁴

¹ Research and Markets. (2018). *Male Aesthetics: Global Industry Analysis, Trends, Market Size and Forecasts to 2024*. Retrieved June 15, 2019, from <https://www.businesswire.com/news/home/20180921005155/en/Male-Aesthetics-Global-Industry-Analysis-Trends-Market>

² Ibid.

³ American Society of Plastic Surgeons. (2019). *2018 Plastic Surgery Statistics Report - Gender Distribution*. Retrieved June 15, 2019, from <https://www.plasticsurgery.org/documents/News/Statistics/2018/cosmetic-procedures-men-2018.pdf>


⁴ Hilton, L. (2019, April 15). Survey says: 'The world of beauty is changing'. Retrieved June 22, 2019, from <https://www.dermatologytimes.com/aesthetic-news-trends/survey-says-world-beauty-changing>

POPULAR TREATMENTS FOR MEN INCLUDE "BROTOX", HAIR RESTORATION, AND MORE

SO, WHAT TYPES OF SERVICES APPEAL TO MEN?

Providers identify several treatments as popular starting points for male aesthetics patients.





THE NUMBER OF BOTULINUM
TOXIN FILLER INJECTIONS IN
MEN ROSE **381%.**

INJECTABLES AND FILLERS

As with women, neurotoxins and dermal fillers are often men's first aesthetic treatments. These injectables smooth wrinkles and restore lost volume, resulting in a more youthful appearance.

The number of botulinum toxin filler injections in men rose 381 percent from 2000 to 2018 and soft tissue filler injections rose 101 percent over the same time.⁵ In fact, neurotoxins have become so popular with males that Botox is sometimes jokingly called "Brotox."

Be aware that men need different treatment protocols than women. A male's response to neurotoxins is typically less than for women because of greater muscle mass. One study found only 33 percent of men had a significant response compared to 83 percent of women.⁶

"A lot of men come to me and say they were told that Botox wouldn't work for them, they were resistant to it, or that it wasn't an option," Derek Jones, MD, a dermatologist with Skin Care & Laser Physicians of Beverly Hills, said in *Dermatology Times*. "That's not

true. For the vast majority, it's because the proper dose hasn't been used. You have to dose escalate with many male patients."⁷

Dr. Jones said men can require a dose of 40 units of Botox, which is double the 20-unit dose approved by the U.S. Food and Drug Administration (FDA) and the dose that is commonly used to achieve the desired effect in women. Although use of higher doses is technically off-label, up to 80 units have been found safe for men in studies.⁸

Practitioners also note gender-based differences in facial structure that affect filler and neurotoxin use. The male skull is about 20 percent larger than the female's, with men having a squarer face, a more angled and larger jaw, and different proportions between the upper and lower face. "Improper technique in a male patient can result in feminizing facial features and patient dissatisfaction," noted researchers.⁹

Men also prioritize a strong jawline, which may not be a desirable effect for female patients.

⁵ American Society of Plastic Surgeons Ibid.

⁶ Keaney, T.C., & Alster, T.S. (2013). Botulinum Toxin in Men: Review of Relevant Anatomy and Clinical Trial Data. *Dermatologic Surgery*, 39(10), 1434-1443. doi:10.1111/dsu.12302

⁷ Palmer, W.J. (2018, October 9). Optimizing fillers for men. Retrieved June 20, 2019, from <https://www.dermatologytimes.com/article/optimizing-fillers-men>

⁸ Monheit, G., Lin, X., Nelson, D., & Kane, M. (2012). Consideration of muscle mass in glabellar line treatment with botulinum toxin type A. *Journal of Drugs in Dermatology*, 11(9), 1041-1045. Retrieved June 19, 2019. <https://www.dovepress.com/tailored-botulinum-toxin-type-a-injections-in-aesthetic-medicine-conse-peer-reviewed-fulltext-article-CCID>

⁹ Farhadian, J.A., Bloom, B.S., & Brauer, B.A. (2015). Male Aesthetics: A Review of Facial Anatomy and Pertinent Clinical Implications. *Journal of Drugs in Dermatology*, 14(9), 1029-1034.



HAIR RESTORATION

For 60 percent of men, hair represents their biggest aesthetic concern, according to a survey by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS).¹⁰ Baldness, patchy or thinning hair, and a receding hairline are frequently cited problems.

From 2012 to 2017, the number of hair transplant procedures performed rose more than 538 percent, according to the AAFPRS.¹¹ Patients are motivated by advances in minimally invasive treatments that have made natural-looking hair restoration possible. According to consumer review site RealSelf.com, hair transplants were the second most-researched cosmetic treatment by men in 2018.¹²

The gold-standard treatment for individuals with advanced hair loss is Follicular Unit Extraction (FUE). In this procedure, the practitioner extracts individual follicular units using a specialized device and then implants them in the area where more hair growth is desired. In the RealSelf.com survey, FUE was one of the top 10 minimally invasive cosmetic treatments in

terms of growth in consumer interest in 2018 with a rise of 11 percent.¹³

The procedure doesn't leave behind any linear scarring, involves little to no discomfort, and typically achieves higher follicle yield than Follicular Unit Transplantation (FUT), an older procedure that is still sometimes employed. FUT requires surgery to remove a strip of hair from the patient's scalp and is falling out of favor.

HAIR TRANSPLANTS
WERE THE SECOND
MOST-RESEARCHED
COSMETIC TREATMENT
BY MEN IN 2018.

¹⁰ American Academy of Facial Plastic and Reconstructive Surgery. (2017, June 14). New AAFPRS Survey Points to Growing 'Man'tenance Trend [Press Release]. Retrieved from <https://www.aafprs.org/media/press-release/20170622.html>

¹¹ AAFPRS Annual Survey Reveals Trends in Facial Plastic Surgery. (2018, January 29). Retrieved from <http://www.plasticsurgerypractice.com/2018/01/aafprs-annual-survey-reveals-trends-facial-plastic-surgery/>

¹² RealSelf. (2018, December 6). *RealSelf Releases 2018 Aesthetics Trend Report and 2019 Aesthetics Watch List* [Press Release]. Retrieved June 14, 2019, from <https://www.prnewswire.com/news-releases/realself-releases-2018-aesthetics-trend-report-and-2019-aesthetics-watch-list-300761113.html>

¹³ Ibid.



HAIR REMOVAL

Ironically, another fast-growing male treatment is hair removal. Some men prefer a completely smooth look while others are seeking hair thinning on areas like the back, chest, and legs. Other areas of focus are the groin area, eyebrows, underarms, and back of the neck.

The most effective form of long-term hair removal is laser. The laser energy targets the hair follicle and prevents regrowth. Advances in laser technology have made the procedure virtually pain-free and effective even for people with darker skin tones.

Because hair grows in cycles, multiple sessions are needed, spaced over months to catch all follicles when they are in the growth phase. After six to nine sessions, about 95 percent permanent hair removal is achievable.¹⁴



¹⁴ Abad, M. (2019, January 25). Everything You Should Know About Laser Hair Removal. *Men's Health*. Retrieved June 23, 2019, from <https://www.menshealth.com/technology-gear/a26038118/laser-hair-removal-men/>



BODY CONTOURING AND FAT REDUCTION

Interest in body contouring and fat reduction treatments is growing among men with tummy tucks, liposuction, and other body-related procedures on the top 10 most-researched list for men by RealSelf.com.¹⁵ Non-surgical fat reduction was also cited as the most popular non-invasive procedure to be performed for males in 2018 after injectables.¹⁶

FAT REDUCTION IS
TYPICALLY FOCUSED
ON THE ABDOMEN
AND FLANKS.

There are currently four primary modalities in use for reducing subcutaneous fat, contouring the body, and improving the appearance of skin laxity: cryolipolysis, radio frequency, high-intensity focused ultrasound, and laser therapy.¹⁷

Fat reduction is typically focused on the abdomen and flanks. For body contouring, men place higher value on a well-defined jawline and a v-shaped taper in the upper body, so these procedures for males often focus on the submental region, chest, abdomen, and flanks.¹⁸ The lower body, including thighs, knees, and calves, is less important to men who tend not to develop fat deposits in those areas.¹⁹

¹⁵ RealSelf Ibid.

¹⁶ American Society for Aesthetic Plastic Surgery. (2019). *2018 Cosmetic (Aesthetic) Surgery National Data Bank Statistics*. Retrieved July 3, 2019, from <https://www.surgery.org/sites/default/files/ASAPS-Stats2018.pdf>

¹⁷ Rzepecki, A.K., Farberg, A.S., Hashim, P.W., & Goldenberg, G. (2018). Update on Noninvasive Body Contouring Techniques. *Cutis*, 101(4), 285-288. Retrieved June 14, 2019, from <https://www.mdedge.com/dermatology/article/162644/aesthetic-dermatology/update-noninvasive-body-contouring-techniques>

¹⁸ Wat, H., Wu, D. C., & Goldman, M. P. (2018). Noninvasive Body Contouring: A Male Perspective. *Dermatologic Clinics*, 36(1), 49-55. doi: 10.1016/j.det.2017.09.007

¹⁹ Ibid.



SPECIAL CONSIDERATIONS FOR THE MALE MARKET

Providers with significant male clientele stress the importance of a differentiated approach for male patients, rather than addressing them as an afterthought to female clientele. Here are some of the ways this is reflected in their practice approach.

PSYCHOLOGY OF MALE PATIENTS

Aesthetic practitioners say that men are less interested in makeovers and radical transformations than women. Males, especially those in business, prefer subtle enhancements that maintain some of the distinguished look and credibility that comes with age. “Men don’t want to look like they did 20 years ago; they just want to look like the best possible versions of themselves,” Dr. Sachin Shridharani, New York plastic surgeon, told Refinery29.²⁰ Often the goal is to look rested and relaxed—not as young as possible.

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**THEY JUST WANT TO
LOOK LIKE THE BEST
POSSIBLE VERSIONS
OF THEMSELVES.**

²⁰ Munce, G. (2019, March 26). 5 Men Who Got Work Done To Get Ahead At Work. Refinery 29. Retrieved June 16, 2019, from <https://www.refinery29.com/en-us/male-plastic-surgery-stories>

MARKETING TO MEN

Many male patients are being introduced to cosmetic procedures through their wives and partners, who have already had treatments, and marketing to males initially through spouses is a good approach.²¹ A study of plastic surgery websites found that men have been neglected in U.S. online marketing. Website images consisted 94 percent of females, and only 22 percent of websites had pages focused on male services. “Many plastic surgeons choose to ignore or minimize male patients in their online marketing efforts. However, as the number of men seeking cosmetic procedures continues to grow, plastic surgeons will benefit from incorporating male patients into their practice model,” researchers concluded.²²

MAKING MEN FEEL COMFORTABLE

Men still sometimes feel stigma around seeking cosmetic procedures, so providers encourage extra efforts to put them at ease. For instance, some clinics have opened offices or wings solely focused on men. “I noticed that some of the men were uncomfortable seated in the waiting room with women waiting to be seen or even discussing their procedures with the receptionist who is female,” Dr. Norman Rowe of New York tells *Allure* magazine. That prompted him to open a men’s clinic. “It’s OK to want to look your best. No judgment. No stigma,” is the message he aims to convey.²³

Renowned California-based surgeon, Dr. Grant Stevens, also runs a male facility that was developed in response to feedback from male patients. It features dim lighting, individual leather chairs in the waiting room, a separate entrance, masculine scent, and décor inspired by sports bars, men’s clubs, and cigar lounges.²⁴

ADAPT THE AESTHETIC CONSULT

The treatment consultation should recognize differences in men, including a tendency to age differently than women. For instance, in blinded assessments, men have been found to appear 0.37 years older than their stated age and women 0.54 years younger.²⁵ In addition, men’s face shape, wrinkle patterns, and volume loss differ from women’s. So, be sure to develop a consultation protocol and treatment plan that accounts for these differences.



²¹ Sinno, S., Lam, G., Brownstone, N. D., & Steinbrech, D. S. (2016). An Assessment of Gender Differences in Plastic Surgery Patient Education and Information in the United States: Are We Neglecting Our Male Patients? *Aesthetic Surgery Journal*, 36(1), 107-110. doi:10.1093/asj/sjv100

²² Ibid.

²³ Mckenzie, M. (2018, June 6). Why More Men Are Getting Plastic Surgery Right Now. *Allure*. Retrieved June 16, 2019, from <https://www.allure.com/story/more-men-getting-plastic-surgery-trend>

²⁴ Marina ManLand: Where a man feels good about looking great. (2019, January 28). Retrieved June 18, 2019, from <https://www.alastin.com/blogs/intheglow/cosmetic-treatments-for-men>

²⁵ Landriscina, A. (2019, February 6). Male vs. Female: The Aesthetic Consultation. Retrieved June 18, 2019, from <https://nextstepsinderm.com/derm-topics/male-vs-female-the-aesthetic-consultation/>



CONCLUSION

As you've seen, men are an eager and growing client segment for medical aesthetics. By understanding the needs and desires of this audience and shaping an approach that is distinct from your female base, you can make your practice a welcoming space for male consumers. If you have questions about anything we have discussed, we invite you to get in touch with us at 888.907.0115.



888.907.0115

