



COSMETIC ENHANCEMENT IN MEN

A **Growing** Trend

BY DAVID SCHLESSINGER, M.D.

The careful and appropriate injection of these products can give a very natural, rejuvenated look

In recent years we have seen an increasing number of men deciding to undergo cosmetic treatment. We are leading more active lives, exercising, eating better, and using supplements. All of these issues are leading men to feel better and more youthful. Men now want to continue to look their best well into their 50s, 60s, and beyond.

Aside from simply looking better, in this tough economy, many men look at cosmetic surgery as an investment in their career. Drooped eyebrows and baggy eyelids can make men look tired and less alert. In a tough job market, appearance is extremely important.

James D* is a typical 52-year-old man. He wakes up at 5:00 a.m. every morning, has egg whites for breakfast, and then goes to the gym for a 90-minute workout with his professional trainer. Then he goes to the office where he runs a consulting firm. "I feel better than I ever have," James tells me. "I have tons of energy and my body looks better now than when I was 20, but then I look at my face and I see my father's tired eyes and creases in my cheeks. Unfortunately, dieting and exercise, which makes me feel great, has actually made my face look older." James then goes on to say "I fear that when I'm with a

client, they are thinking that I am getting older, not paying attention, and losing my edge. I need to keep a youthful look just to stay competitive in this market."

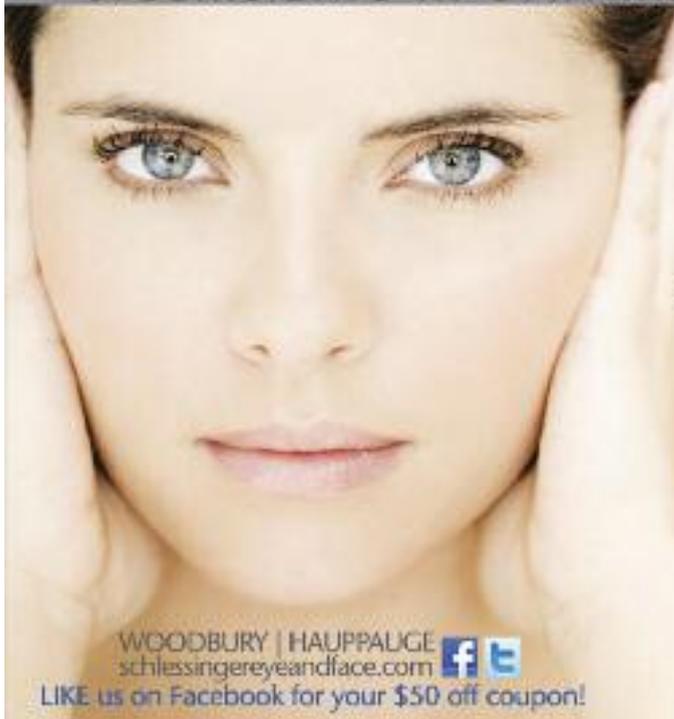
His story is typical of what is happening with today's baby boomer generation. As we become more focused on fitness, we can lose fat in our face. Although men can continue to develop lean muscle mass well into their 60s, this can lead to loss of facial fat. When fat in the face diminishes, it is like a balloon deflating. Eyebrows and cheeks sag, jowls develop, lines and creases form, and an overall older, more tired appearance can occur.

Fortunately, there are many advances in technology now and men have many options to allow them to age gracefully. Before undergoing cosmetic surgery, it is important that men use sunblock and moisturizer as part of their daily routine. While a tan can look good, it leads to premature aging and wrinkling. It also increases the risk of skin cancer. By hydrating the skin with a medical-grade moisturizer, many fine lines and wrinkles can look significantly better. Unfortunately men do not have the luxury of being able to use makeup, so the use of moisturizer is even more important.

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gressive treatment. Botox® and Dysport® work by weakening muscles that create lines in the upper face. Crows feet and the vertical lines between the eyebrows can be markedly improved with these safe and quick injections. When done properly and on the right patient, the use of Botox® and Dysport® can lift the eyebrows, giving a very youthful look.

Injectable fillers can also very effectively be used for a quick, safe rejuvenation with almost no downtime. Fillers such as Juvederm® and Restylane® act to replace lost volume in the face. The careful and appropriate injection of these products can give a very natural, rejuvenated look. Sculptra® is another product that is injected into the face to stimulate the body to create its own collagen. My experience has been extremely positive in achieving very natural results with almost no complications. While the use of fillers is very safe, they can still lead to some temporary swelling and bruising. While women can easily cover this with makeup, most men just live with the mild bruising for a few days.

Prior to the popularity of these injectable rejuvenating products, surgery was the only option. But sometimes, when fillers are not enough, surgical rejuvenation could offer the most optimum outcome. With today's modern techniques most facial surgical procedures can

safely be performed with minimal anesthesia in a private operating room. In general, there is a slightly longer recovery period than that of injectables, and a "low risk" of scarring, but most men are able to get back to work and full work-out routine within seven to ten days after surgery. The results are generally excellent and natural looking, lasting for ten years or more.

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After having had Botox® and Restylane® injections for several years, James decided to undergo upper and lower eyelid surgery. "I am so pleased with my decision," he says. "The surgery was painless and I was back to my normal routine in about a week. My confidence is back!"

So if you are feeling young and healthy, but your reflection in the mirror is telling a different story, cosmetic enhancement could be the key to completing the picture of an older but more vibrant "you."

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