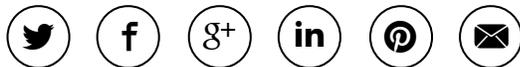


Man to Man: The Latest Cosmetic Surgery Statistics Suggest Men Want to Look Good Too

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Demand among men for cosmetic procedures has escalated 325 percent in the last 20 years. Cosmetic surgeon Dr. Richard Buckley goes through some of men's most popular cosmetic procedure options.

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Yahoo! [reported](#) about the skyrocketing demand for “daddy do-overs.” The uptick in demand among men for cosmetic procedures from liposuction to Botox is something cosmetic surgeon Dr. Richard Buckley knows and understands. “I’ve seen big increases in the numbers of men who come in for procedures at my office,” says Dr. Buckley, medical director at MilfordMD Cosmetic Dermatology Surgery & Laser Center, in Milford, Penn. “Technology has pretty much removed the hurdles to men having cosmetic procedures. Today, there are noninvasive and minimally invasive options in body sculpting and facial rejuvenation that get men right back to work, sports, family—their lives—without the need for long recoveries.”

The Yahoo! article cited stats to back the claims. One that stands out, according to Dr. Buckley, is that cosmetic surgery demand among men escalated more than 325 percent since 1997. Other telling statistics is that [male breast reduction for gynecomastia](#) increased 26 percent between 2014 and '15, alone. The top cosmetic surgical procedures among men in 2015 (the most recent year for the statistics) are: liposuction, nose surgery, eyelid surgery, male breast reduction and facelift.

“Liposuction is one of the most popular surgical procedure among men and women, but men tend to want to address different body concerns,” Dr. Buckley says. “Often, they want love handles permanently removed, which many think contributes to a ‘dad bod.’ Some men are augmenting



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At MilfordMD, we tailor minimally-invasive to completely non-surgical procedures based on preference and budget.

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what they do in the gym with cosmetic surgery that further defines their muscles and shape.” While there may be a little downtime associated with [high-definition body sculpting](#), which can reduce unwanted fat and etch tone into the body, there are fat-removal options today that result in little to no downtime, such as CoolSculpting, Dr. Buckley says.

The cosmetic surgery stigma (that it’s something women do and men don’t do) seems to be history. In fact, men are having most of the same procedures as women, including tummy tucks, fat transfer, neck lifts, fillers, Botox, lasers and much more. Neck lifting has become less invasive, with tissue tightening devices, such as [Ultherapy](#), which uses highly focuses ultrasound energy to lift and tighten skin around the neck.

“The nonsurgical options are particularly popular with my male patients,” Dr. Buckley says. “It’s important, however, that males seek out a cosmetic surgeon who has experience treating male patients. For example, male skin tends to be thicker than women’s skin, so we need to take that into consideration when using [neuromodulators to relax facial dynamic wrinkles](#), as well as when we use fillers to rejuvenate the face.” Botulinum toxin injections, including Botox, Dysport and Xeomin, ranked number one among nonsurgical cosmetic choices among men. Fillers, including Juvéderm Ultra, Ultra Plus, Voluma, Perlane, Restylane, and Belotero, came in second, followed by hair removal, photo rejuvenation (with intense pulsed light, or IPL) and nonsurgical skin tightening.

Intense pulsed light treatments, called the [Fotofacial](#) at MilfordMD, are a favorite among male patients at the practice. The Fotofacial uses intense pulsed light to restore more youthful-looking skin, especially in skin with sun damage. “With in-office IPL photo facials, we are able to decrease facial redness, reduce pore size, lessen the appearance of pigmented spots and improve skin texture and fine lines,” Dr. Buckley says. “Men emerge looking refreshed, with no downtime.”

Nonsurgical skin tightening is an area of cosmetic surgery that is driven by today’s technological advances, according to the cosmetic surgeon. “We’ve had great success using Thermi devices on our male patients,” Dr. Buckley says. “Men have sagging skin that they want tightened for a more chiseled, youthful look.”

Men make up about 10 percent of the patients at MilfordMD, and Dr. Buckley expects that percentage will increase with time. “As more men learn about their options and that cosmetic surgery doesn’t have to mean missed work and play anymore, I expect demand will continue to rise. After all, 50 is the new 30. Men want to look as young as they feel,” he says.

About [MilfordMD Cosmetic Dermatology Surgery & Laser Center](#):

The MilfordMD Cosmetic Dermatology Surgery & Laser Center offers state-of-the-art highly specialized procedures in laser and cosmetic surgery and aesthetic skin care. In addition to its AAAHC accredited surgical center and extensive laser surgery capabilities, MilfordMD offers physician designed skin care products for home use. Milford Pennsylvania’s MilfordMD Cosmetic Dermatology Surgery & Laser Center is sought out by patients from around the world for expertise and innovation in cosmetic treatments performed by Richard E. Buckley, M.D. and Marina Buckley, M.D.

MilfordMD Cosmetic Dermatology Surgery & Laser Center is located at 303 W. Harford Street, Milford, PA 18337. Tel: (800) 664-1528. For real patient video testimonials, visit our [MilfordMD YouTube channel](#).

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