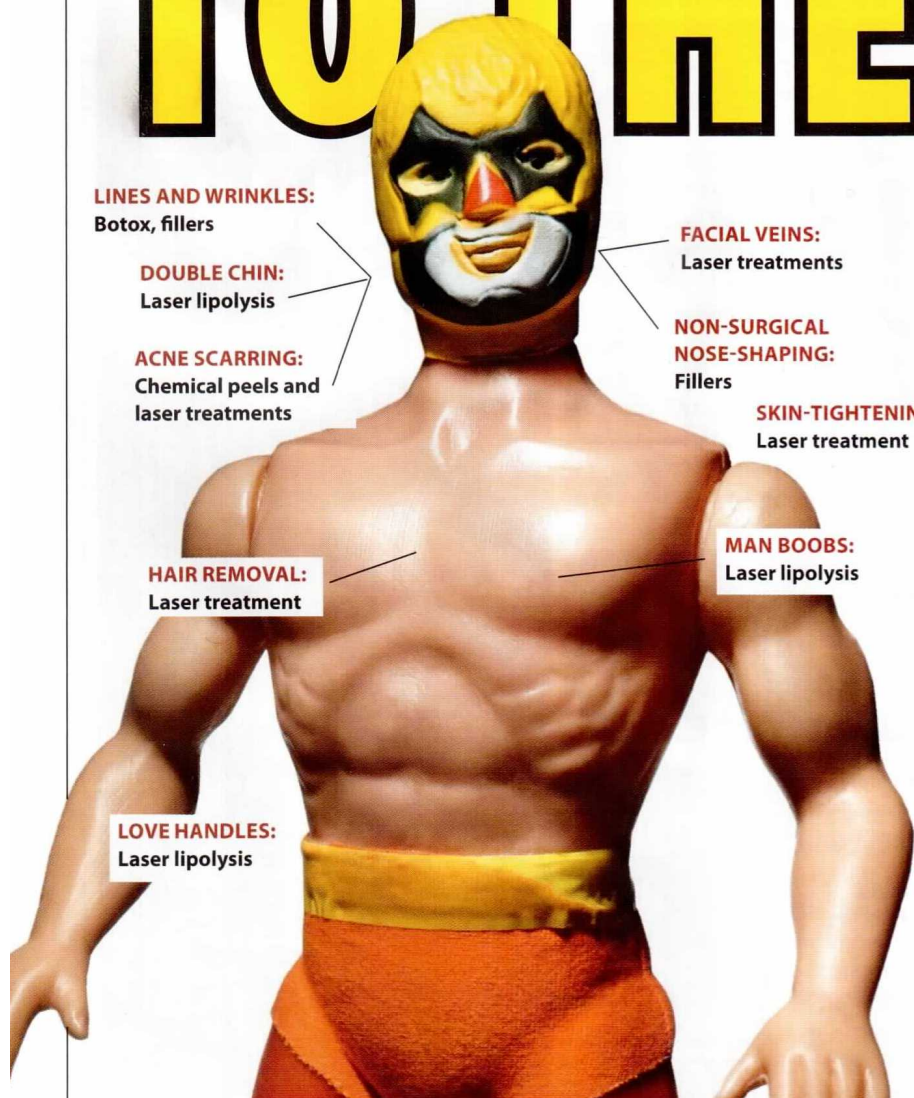


TWEAK YOUR WAY TO THE TOP

Can't squeeze those love handles in your suit? Worried about scaring away clients with your furrowed frown? Perhaps your new career investment should be a little aesthetic tweak



LINES AND WRINKLES:
Botox, fillers

DOUBLE CHIN:
Laser lipolysis

ACNE SCARRING:
Chemical peels and
laser treatments

HAIR REMOVAL:
Laser treatment

LOVE HANDLES:
Laser lipolysis

FACIAL VEINS:
Laser treatments

**NON-SURGICAL
NOSE-SHAPING:**
Fillers

SKIN-TIGHTENING:
Laser treatment

MAN BOOBS:
Laser lipolysis

While women have been enjoying the benefits of subtle nips and tucks for decades, South African men have been slower on the uptake. However, the last few years have seen a definite increase in the number of guys opting for a cosmetic tweak here and there. Botox for men is proving so popular in the USA (over 300 000 of them have it done each year) that the name “Boytox” has been coined.

Some men going for this admit they simply want to look better, or get a boost of confidence, while others believe they’ll stand a better chance of getting a job if they appear younger and smoother – a serious consideration for those on the wrong end of the age scale in a recession. Enter Botox as the new career investment.

Although no official research has been conducted in SA on men and plastic surgery, Cape Town-based plastic surgeon Dr Dirk Lazarus says men make up about 15% of the over 11 000

procedures done per year. In his practice, the most common procedures requested by men are for baggy eyelids, neck and jowls, facelifts and liposuction, as well as non-surgical treatments like Botox and hair transplants.

Non-surgical treatments are what keep Dr Gordon Cohen busy at The Melrose Aesthetic Centre in Johannesburg. Almost 15% of his clientele are males, with Botox, fillers, skin rejuvenation (superficial peels), detox and wellness programmes (weight loss) and laser lipolysis for body contouring topping the list of requests.

"The attraction of aesthetic medicine is that the procedures are quick, non-invasive and usually have minimal downtime," says Dr Cohen. "The effects are mostly subtle and cumulative." A great way to freshen up your looks and very convenient if you don't want to have to re-introduce yourself at the office the next day...!

• For a registered plastic surgeon, visit: www.plasticsurgeons.co.za.



Social Media Corner

DESTINY MAN .COM.....

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DESTINY MAN asks:

Would you consider Botox injections?



Andile Ndoni Tenza As a last resort, but blacks don't usually have wrinkles unless you're 80.



Enzo Masiya I wouldn't, because I believe I must embrace every phase of life and enjoy it by making the most of it. Wrinkles are inevitable and either way they'll surface, however minimised.



Molefe Leroke-Jacobs Definitely!

BOTOX AND FILLERS

Botox causes the muscles to relax and is best for frown lines, laughter lines around the eyes and wrinkles on the forehead. The effects last three to four months.

Fillers are great for deep lines that need to be "plumped up" or acne scars that need filling. The most common filler is hyaluronic acid – a substance that occurs naturally in the skin and helps plump the skin. Fillers are also temporary and can be used with Botox.

CHEMICAL PEELS

There are a variety of peels available. Superficial peels are best for skin rejuvenation, while medium peels help remove signs of ageing like fine lines and pigmentation, as well as acne scarring. Deep peels are best for deep wrinkles and severe pigmentation. The deeper the peel, the longer the downtime. Results are visible within weeks, but a series of treatments is usually recommended.

LASER LIPOLYSIS

Laser lipolysis heats and destroys fat cells, liquefying them so that they can be removed or eliminated naturally by the body. Because it's a laser, the surface skin is also tightened, so you're not left with flabby skin. It's perfect for thighs, love handles, man boobs, bellies and double chins. Multiple treatments are required. There's no downtime or scarring and it's less invasive than liposuction, which uses a mechanical technique to suck fat cells out of the body.

LASER HAIR REMOVAL

Hair can be removed from any area – face, back, legs and arms – with laser. Basically, the laser light targets hair follicles and heats them, effectively damaging them

THESE MEN DID IT...

ALEX DICKS (26), property consultant/realtor

"I have problematic skin, so I do chemical peels once or twice a month. I've also done the more intensive laser treatments. I'd never have a nose job because it looks too painful and I don't feel I need it. But, other than that, when the time arises, I'd do whatever's necessary to keep my appearance young and fresh."

SYDNEY MATLHAKU (29), TV/radio presenter

"I went to The Melrose Aesthetic Centre this year to treat the unsightly growths and discomfort caused by a decade of ingrown hairs. Dr Cohen recommended having a skin peel and using certain products at home. I agreed immediately. For the first time in 10 years, there wasn't a single mention of Roaccutane! I'd never have anything done that involved a needle or scalpel."

GREGG BEGLEY (48), hairstylist

"When I started noticing little tell-tale signs of ageing, I decided to take immediate action. A laser treatment was recommended to reduce the fine lines and 'creping' around my eyes. I'm delighted with the results – the fine lines are gone and my skin texture's greatly improved."

JEFF CHIN (36), web designer

"I had a serious acne problem in my adolescent years and I now have very deep scars all over my face. From my very first profractional laser treatment, I saw dramatic improvements. It's the most promising treatment I've ever undergone for my scars and I'm planning to continue it."

– Testimonials supplied by The Melrose Aesthetic