

Manscaping

If you grew up in the era whereby male grooming consisted of splashing Brutt 33 on your face and slipping an old greasy comb into your back pocket before going out on the weekend, or for the slightly mature male, encouraging the comb over with the California Poppy Oil and the ever popular curry comb, whilst bathing in copious amounts of Old Spice, everywhere you are not the lone soldier. In recent years, attitudes towards manscaping have changed radically. Although having said that, we still receive a lot of enquiries and bookings from men going “incognito” or from girlfriends, wives and partners who want to smooth the rough edges from their partners. Embarrassment amongst male clients is still a considerable factor. So, what does the “modern bloke” or his partner want? Well, a few things actually.

Liposuction

Liposculpture is excellent for removal of fatty deposits, especially the love handles, **but** can be performed anywhere.

Abdominoplasty (tummy tuck)

Men who want a flatter stomach with abdominal muscles repaired undergo this surgery. The excess skin and fat is excised, the navel is repositioned and the stomach muscles are tightened.

Endoscopic Brow lift

The endoscopic method is particularly great for balding men. The small muscles of the forehead that cause frown lines are weakened so they smooth or disappear.

Eyelift surgery (blepharoplasty)

This procedure corrects drooping eyelids and or puffy bags under the eyes. The incision for a blepharoplasty is made with either a scalpel or a laser. The excess skin, muscle and fat are removed.

Facelift (rhytidectomy)

This technique will rejuvenate and freshen the face by tightening the skin and muscles of the face, chin and neck with results lasting from seven to ten years.

Laser hair reduction

For men who want to reduce the hair on their back, abdomen or chest, laser hair reduction is very popular. Different lasers or IPL's are available for different hair colours and skin types. In my experience, superior results are provided with lasers.

Intense Pulsed Light (IPL)

Using a broad spectrum of light to heat target tissue, IPL is effective at smoothing wrinkles, evening skin tone, removing broken capillaries and treating sun damage. Results tend to improve with time as collagen stimulation and rebuilding occurs.

Nose surgery (rhinoplasty)

Rhinoplasty is used to change the shape of the nose, to balance with other facial features. Humps can be removed, nostrils narrowed, angles of the nose changed or the tip redefined.

Wrinkle treatments

Botox injections are an effective treatment for frown lines, scrunch lines on the nose, crow's feet, marionette lines, chin creases and neck bands. Common dermal fillers are Collagen and Hyalagenesis, while sub dermal fillers are Aquamid and Sculptra. Depending on the treatment, results can last from three months to permanently.

Spray on Tan

A spray on tan usually takes approximately 15 minutes with the results being immediate. Considering the risks of lying for hours in the sun and roasting to a crisp, a spray on tan is by far the healthier alternative.

The modern male also has a pragmatic motive for investing in cosmetic treatments and products. There is a strong correlation between powerful, successful men and their appearance, so by improving their appearance, men are thereby protecting and guarding their longevity in the workplace. So these seemingly small steps to improve one's appearance have now lead men to seeking restorative treatments and emulating the paths readily taken by their female counterparts. Hence, we have manscaping.

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