

JOE WEIDER'S

MEN'S FITNESS

ATTAINING THE MALE IDEAL

Success Surgery

Cosmetic surgery has traditionally been for ladies, not gentlemen. Men in the past were supposed to accept the hand that nature had dealt them. It was manly to look slightly battered. For men, tattoos were the outer limits of physical vanity.

No more. Whereas 10 years ago only 5 percent of plastic surgery patients were men, today up to 20 to 25 percent of all cosmetic procedures are performed on men, according to various statistics. With the incredible advances in plastic surgery and increasing socioeconomic pressure to look fit and young, more and more men are turning to surgical means to improve their appearance. But because men have very particular needs and favor certain procedures over others, some cosmetic-surgery professionals have responded by tailoring their work to men.

WHO'S A PROSPECTIVE PATIENT? A cosmetic surgeon has to be half psychologist when talking to prospective patients. All too often, men as well as women are trying to solve problems of the mind through external means, and that never works. In order to like yourself on the outside, you've got to like yourself on the inside, and no bag of silicone or shot of collagen can do that for you; that kind of approval comes from within. Those who realize that cosmetics are the icing, not the cake, and that changing their looks won't change their lives are the best candidates for surgical procedures.

More from the Experts

W. Grant Stevens, MD, a plastic surgeon in Marina del Rey, California, plans to have both a brow lift and liposuction himself. "I see a definite loosening up in the male attitude toward these procedures," he says. "Most of my new patients are 45-year-old managers who have 30-year-olds nipping at their heels. These guys have a peculiar problem: They *look* tired but aren't." Stevens advises all his blepharoplasty (eyelift) candidates to consider a brow lift at the same time. "It'll cost you less in the end, and the result is far superior if you have your lids lifted, bags removed *and* your scowl removed," he says.

William C. Binder, MD, another Los Angeles cosmetic-surgery specialist, agrees that more men than ever are having cosmetic work done. He's done numerous submalar augmentations and says that an increasing number of his patients are athletic men who run or otherwise spend a lot of time outdoors. "They're caught in a bind," he says. "They feel great, but they look old before their time. The augmentation can change that." His tip on having the procedure? "Before you undergo it, make sure your surgeon discusses facial contouring around the implant. You want to make sure he's aware of the whole picture."