

# MIRROR MAN

*ESTETIKA in Sliema asks: How often do the men in your lives take a long hard look in the mirror?*

Demand for cosmetic treatments is rising around the world, even among men.

As early as two years ago a leading article in *The Financial Times* said that men worry increasingly about looking tired, worn down, or lacking self-awareness, and fear losing their jobs to younger men. This appeared to lead to a practice, the so-called 'City severance surgery' trend, that saw City of London bankers using their redundancy packages to rejuvenate their appearance to boost the chance of finding a new job.

## WHAT ARE MEN DOING TO THEIR FACES AND BODIES?

### Laser hair removal:

Acceptance of permanent hair reduction by men marked the starting point for a change in male attitudes towards cosmetic treatments and surgery. Previously 30 per cent of young adult males under 30 would undergo laser hair

removal. Now, older men are turning up more as the treatment gains popularity and becomes an accepted norm. And requests do come in for precise laser trimming to emulate the facial foliage of 'in' actors such as Michael Fassbender.



Michael Fassbender

### Gynaecomastia treatment:

Shrinking enlarged male breasts, or 'moobs', a source of low male self-esteem, is another popular field. When the cause is fatty tissue imbalance and obesity, the condition is treatable with laser-assisted liposuction. This can also be used to reduce stubborn fat in the abdominal area.

**Eyelid surgery:** Like women, older men have come to realise that drooping eyelids give the

face a tired look, projecting a less suave and cultivated appearance. The average age when this happens is in their 50s, and the condition is treatable by traditional surgery or, if caught early, laser skin resurfacing. It is no longer unusual that a successful executive or professional male who works out, sticks to a healthy diet, and uses face creams, suddenly finds an eyelid drooping slightly and wants to fix it.

**Facelifts** tend to be less popular among men, who prefer non-invasive methods to deal with aging appearance, such as wrinkle removal by botulinum toxin or dermal fillers: gels that remove wrinkles and fill out deflated and sagging skin.

Men are now often asking themselves 'why not me?' after seeing the desirable effects on their wives, and their main concern is usually to appear fresher and less 'lined' by worries. Priority areas tend to be deep forehead clefts and the grooves between the nose and the mouth.

Microdermabrasion and peels are also good choices in the autumn months to freshen up skin dulled by sun exposure and smoking.

**Less invasive male maintenance** is growing, too. Mintel, a market-researcher, says sales of men's beauty products and cosmeceuticals in France, Germany, Spain, Britain and Italy rose by 8 per cent between 2005 and 2010, despite the recession, and will grow another 8 per cent by 2014. Moisturiser creams tend to prevail in France, Britain and Spain.



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