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**We know
what guys
want**

Model. Not an actual patient.

Popular Plastic Surgery Procedures for Him

It's no secret that plastic surgery is growing in popularity among men – not just celebs but actual real men – yes, even here in South Georgia. One element driving this trend may be related to Baby Boomers who have taken good care of themselves and want to look as good as they feel. Some men have noticed their wives who have had cosmetic procedures are looking younger than they are and want to keep up. Overall, the stigma of men having plastic surgery procedures has all but disappeared. So, what procedures are men most interested in having?

Eyelid surgery (blepharoplasty), which eliminates excess eyelid skin – upper, lower, or both – is everything a man could want. It shaves years off your appearance, giving you a fresh and vibrant look. Recovery from eyelid surgery is quick (back to work in 3-4 days) and involves minimal pain/discomfort. Scarring is minimal and well camouflaged in the eyelid creases. Better still, insurance plans frequently cover upper eyelid surgery if the eyelid is drooping to the point of impairing vision (Medical necessity criteria must be met as determined by a simple test performed by your eye doctor.).

One of the problem areas that plague men most is the "turkey neck." This "waddle" can make it more difficult to buy dress shirts that are comfortable with neck ties and can make you appear prematurely old or heavier in the face despite not gaining

weight. A neck lift is very effective at restoring a more youthful contour of the jaw line and neck. Recovery involves very little pain and most people can be comfortable in a social situation within a couple of weeks.

More and more men are opting for male breast reduction to correct gynecomastia, which is when the male breast area has excess fat and skin. This condition affects about 1 out of every 10 men and can be uncomfortable as well as psychologically and socially traumatizing. Most seeking treatment for gynecomastia fall into one of two camps: teenage males and men in their 40's and 50's who want to regain the loss of tone in their chest area. Most return to work/school after a few days with no activity restrictions after 4 weeks.

Not thrilled with the "dad bod" you see in the mirror? Liposuction can be an effective way to contour the abdominal area and flanks so you can shake this label for good. Recovery is quick and easy – most people are able to return to work in a day or two. Final results take 6-8 weeks to observe the full effect of the reshaping.

CoolSculpting, a nonsurgical alternative to liposuction, contours problem areas by targeting and killing fat cells with its clinically proven, FDA-approved cryolipolysis technology. CoolSculpting only targets fat cells, which are vulnerable to temperature, and other tissues are not harmed. The most popular areas treated among men include abdomen, flanks, and double chin. Most resume their normal activities immediately after treatment. You will start to see results about 30 days after treatment, and the full effect of the procedure is experienced 90 days after the last treatment cycle.

Men wanting to look younger and more refreshed without having surgery are discovering the benefits of **Botox and Filler Injections**. These quick procedures are done in an office visit with little to no down time. Botox is still king for addressing forehead lines and crow's feet around the eyes, with results lasting 3-6 months. Fillers can be used to correct moderate to severe wrinkles such as smile (or marionette) lines, shape or smooth the lip contour including lines around the mouth, and add volume to the mid face (cheek bones) to lift and smooth the skin. The results you get from fillers are temporary; however, longer lasting fillers are now available, such as Juvederm®'s Volbella, Vollure, and Voluma, which last from up to 12 months to more than two years depending on the filler.



Redefine your shape.
Love the results.

Model. Not an actual patient.



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ZO Sun Protection Portfolio



The ZO sun protection portfolio is hands down this summer's anti-aging hero. These scientifically superior sunscreens deliver the broadest, most comprehensive range of sun protection available:

- **Provides potent UVA/UVB protection** offering both physical and chemical sunscreen options
- **Prevents free radical damage** (i.e., future skin cell damage) using an exclusive 12-hour time release antioxidant complex
- **Stimulates collagen production**
- **Shields the skin from the aging effects of HEV** (high-energy visible) light, which comes from many daily sources including the sun, fluorescent and LED lighting, smart phones, computers, tablets and more.
- **Oxybenzone free**

From non-greasy, quick drying sunscreen designed to match any skin tone to lightweight mineral sunscreen for sensitive/post-procedure skin to tinted sunscreen with primer, ZO has something for everyone and is just the thing for keeping your skin healthier and younger looking on summer days and every day.

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