



# HOTLINES

The last four to five years have seen a dramatic trend change, with increased acceptance and validation of male aesthetic procedures. From 1997 to 2017, aesthetic procedures have increased by 273%. **DR VERNON CHING** reports.

**M**en are living longer, are involved in more relationships in their lifetimes, and are also needing to look better to compete in the job marketplace. This exponential trend has also been media driven, with social media platforms such as Instagram and Facebook playing a significant role. Economic prosperity has also contributed, with more disposable income being channelled into this direction.

So, what do men want? Generally, not to look more youthful but rather good for their age. They want to look like the cool guy!

**The four hotlines men are targeting to give a bright, relaxed, sharp look are:**

- 1** Eyeline
- 2** Jawline
- 3** Waistline
- 4** Hairline

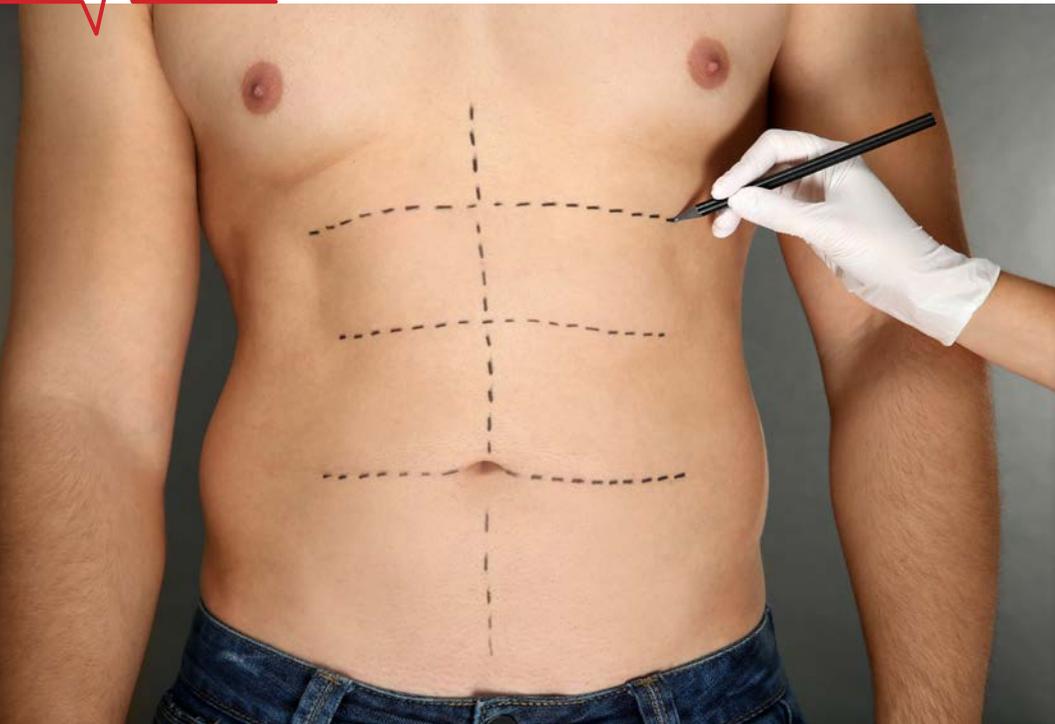
## Eyeline

The eyeline refers to removing excess skin from the upper eyelids to give a rested, attentive, energetic and more relaxed look, as the eyes can make a man look tired and elderly.

This procedure can be performed under local anaesthetic and sedation, with a downtime of one week. In general, the aim of upper eyelid surgery in men is to lift the eyelid skin off the lashes, without leaving the eyes looking empty or feminised. In the lower eyelid, many men want a reduction of the bags and smoothing of the line between the eyelid and the cheek. These concerns are particularly common among active and working men who are often interacting with men and women years – or even decades – their junior.

## Jawline

In men, the appearance of angular



(not rounded) cheekbones, a strong, defined jawline, and a jutting chin gives an indication of manliness that many men aspire to. The recent improvement in hyaluronic filler technology using the new Juvederm® filler Volux, as well as advances in injection techniques allow for the non-surgical option of creating a more angular, defined, masculine jawline. A single session suffices to create an entirely different profile that can last for up to two years.

Filler placed along the zygomatic arch and cheeks gives a more angled, triangular look to the cheekbones and face in general. The filler injected gives a chiselled look, and also helps to lift the nasolabial fold. Patients often remark how the jawline appears more squared off and the cheeks more full and angled – commonly, the extra volume in the chin can either accentuate a chin cleft, or even create one.

### Waistline

An expanding waistline and midriff despite exercise and diet can be very depressing for active men.

A solution to this is to reduce the abdominal girth by decreasing the amount of fatty tissue, by performing liposuction or using cryotherapy or fat freezing to reduce the affected areas. If there are small areas, then non-invasive fat freezing, using CoolTech, can be

performed, where cooling of the tissue to  $-8^{\circ}\text{C}$  for 60 minutes can reduce the fat pockets by up to 23%. Careful selection of patients with realistic expectations is needed, as results are seen only seven to nine weeks later.

A more precise guaranteed method is to perform liposuction with contouring of the tissue, to accentuate valleys and shadows to create a masculine profile and figure. Abdominal etching using power-assisted liposuction and special cannulae allow this precision sculpting of the abdomen to accentuate the abdominal musculature. Often, this procedure also involves removing fatty tissue from the flank areas to improve the final result.

### Hairline

All blood is made of two main components – red blood cells and plasma. The plasma comprises white blood cells and platelets, which contain growth factors. Growth factors are messengers that tell skin cells how to function. It is known that they can also help stimulate the activity of the hair follicles and promote new hair growth.

The use of PRP is an excellent treatment choice for hair loss because it has several scientifically based articles showing its effectiveness in increasing hair count, hair thickness, and the growth phase of the hair cycle. This treatment has been gaining acceptance

and popularity worldwide over the last few years.

It is performed in the following way:

- Blood is drawn from the patient's arm.
- At Precision Aesthetics, we use the new Arthrex PRP system which was used first in South Africa by myself in 2018. The syringe of drawn blood is placed into a centrifuge, which spins the syringe to separate plasma from the red blood cells.
- There is negligible risk associated with PRP injections, and all patients get numbing cream applied to the scalp before the PRP is injected using a very thin needle.
- The plasma, containing the platelets, is then removed and injected directly into the balding areas of the scalp at hair-follicle depth.
- The process – with injections beginning across the scalp, approximately at every 1 cm over the area of balding – usually takes 30 to 45 minutes.
- If there is any pain after the operation, an analgesic is recommended.
- Bruising can happen but usually disappears at a week or two.
- There is no downtime and a warm shower that evening will enhance blood flow and circulation.

PRP treatments are suitable for anyone with hair loss, but those with early hair loss tend to have better results. PRP is best used for a genetically determined type of hair thinning in patients called androgenic alopecia, which happens along the top of the head.

To obtain good results, treatments are needed monthly for the first three to four months, then every three to six months after that, depending on each patient's response and results.

By targeting these four zones of concern, men are emerging

from the shadow of 'women-only aesthetics' and embracing new advancements in the field to look, feel and live better. **A2**



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