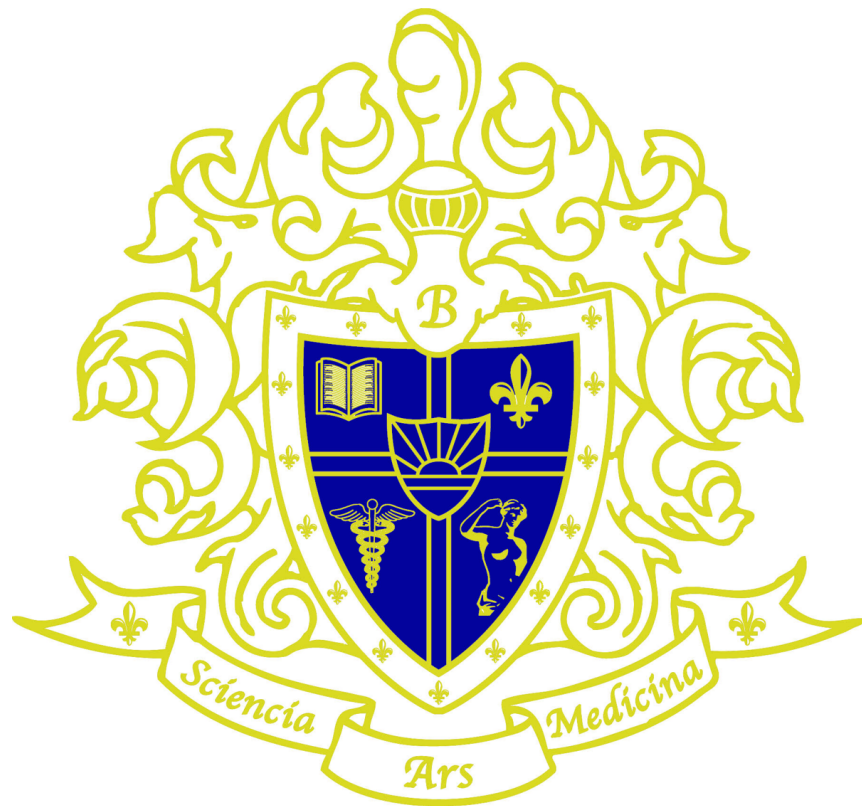


Cosmetic Surgery for Men



Beeson Cosmetic Surgery

COSEMTIC SURGERY for MEN

Treating the “Turkey Gobbler” Neck

“Cosmetic Surgery – It’s not just for Women anymore!”

An ever-increasing number of men are turning to cosmetic surgery. In fact, reports show that the number of men seeking cosmetic surgery has increased over 300% since the turn of the decade and continues to increase between 5% and 10% each year. The reason appears to be both economic and social.

More “Bloomer” men are keeping socially active and want to look as good as they feel. They work out and keep themselves in good physical condition. They want their face to match the rest of their body, so they are turning to cosmetic surgery.



There are also economic reasons that men are seeking cosmetic surgery to restore a more youthful, rested appearance. Many “Bloomer” men are working longer. A recent study by the American Academy of Cosmetic Surgery showed that 68% of “Bloomers” surveyed plan to continue working either full-time or part time into their retirement years. Like it or not—how we look can have an impact on our work and job opportunities. Psychologists call it “lookism” - treating people in ways biased by their perceived individual level of physical attractiveness. Studies published in the *Journal of Personality and Social Psychology* suggest that highly attractive employees enjoy increased earnings of between 7.5% to 15% over their average looking peers. In a survey of professional career advisors, almost 2/3 of those surveyed reported male clients had lost job opportunities because they looked too old. More than 3/4 of the professional career advisors said that looking younger gives men a distinct competitive advantage. How does cosmetic surgery affect those around the recipients?



Psychologist Alan Feingold, PhD. has conducted research on this topic and has reported in the American Psychology Association's *Psychological Bulletin* that physically attractive people often received preferential treatment and are perceived by others as more sociable, dominant, mentally healthy, and intelligent than less attractive people. UCLA emeritus professor of psychology, Albert Mehrabian has



pointed out that there are 3 components to face-to-face communication—words; tone of voice; and body language. The feelings and attitudes we project are perceived by others based upon the words that we say (7%); the way we say it (38%); and by what others see (55%). The late Roger Ailes, TV consultant and former president of Fox News, once said, “Any time you are in front of

people/the visual impression you make will either help or hinder you.” Again, we are a visual society and how we look, our appearance, has a dramatic impact on how we are perceived by others and can have a significant impact on our business dealings.

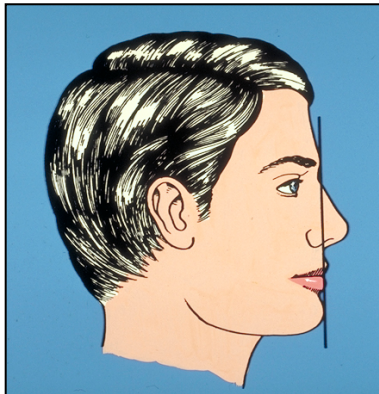


New advances in surgical techniques allow men to obtain dramatic improvements with greatly reduced “downtime”, making cosmetic surgery an attractive option. Procedures are typically performed on an outpatient basis under twilight or general anesthesia with most men being able to return to work in their normal social activities in one week or less.

Neck lift



If every time you look in the mirror you are concerned with your “turkey gobbler” neck or if you find it increasingly difficult to buy dress shirts that are comfortable with ties, then you may be a candidate for a neck lift or other procedure to provide a smoother and more rested appearance to the neck and submental (area under the chin) area. A strong, smooth jawline in the firm angle between the chin line and

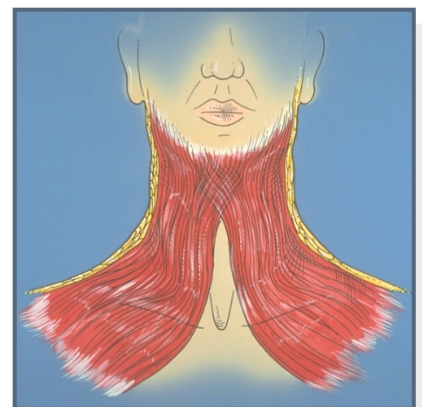


neck (cervical mental angle) are deemed to be strong masculine characteristics commonly associated with handsome men.

As we age increase skin laxity, sagging neck muscles and drooping submandibular glands can result in increased fullness in the submental–neck area which can make a man look heavier and much older than his actual chronologic age in some cases these changes can be so significant that they obscure the normal definition and

separation between the face and neck area leading to the “turkey gobbler”

appearance that men find so distressing. Through tiny incisions hidden under the chin and behind the ears, doctors able to remove the excess fatty tissue, re-support the neck muscles, and remove the excess skin to provide a stronger jawline and a smoother contour to the neck, helping restore a more vital, more rested, more youthful, and more energetic appearance.



Neck lift is often described as a “minimal incision” procedure. Special instruments and lasers allow us to work through small incisions under the chin and hidden behind the ears. We are able to tunnel underneath the skin and neck muscles back to their original position. This helps to provide a more defined neckline and eliminate the laxity in the submental area. If there is significant skin laxity in the neck, the incision behind the ear is extended into the hair in order to adequately contour the neck. Small dissolvable sutures are used in the skin area. If an incision is needed in the hairline, small clips are used to further camouflage this area. The advantage to the neck lift is that one heals more quickly and has less bruising and swelling because the incisions are smaller and more camouflaged. Additional advantage is that the incisions are hidden under the chin, behind the ear and in the hair so that one is able to resume their activities more quickly without visible incisions.

The neck lift procedure is performed under a twilight anesthetic. A turban-like dressing is applied immediately after surgery and removed the following morning. In some cases, we will have patients wear a special neck dressing for several days to weeks after surgery. In other cases, we simply have them apply cold compresses to the neck area for the first 48 hours after surgery. Most individuals find that they can resume their normal activities within 5 to 7 days following neck lift surgery. As we discussed, it is important to remember that a neck lift is not a facelift. While the neck lift will obtain significant improvement in the neck and submental area, it does not affect the jowl area. A facelift treats the neck, cheek, jowl, and lateral temporal area. The neck lift treats only the neck. The advantage of the neck lift is that the incisions are camouflaged and that we heal more quickly than with a facelift. The disadvantage is that it only treats the neck area. It is also important to remember that if an individual has had a neck lift, they can always have a facelift performed later to treat laxity in the jowl area when and if that becomes a bothersome area.



NECK LIFT - post procedure care instructions

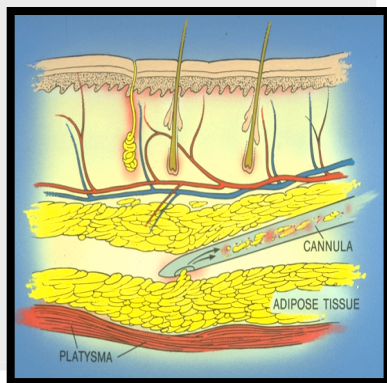
- Sleep with head elevated 30-40° for two weeks
- Apply cold compresses over neck and cheek areas every 10 minutes for 48 hours following surgery
- No heavy lifting or straining over 5 pounds for 7-10 days after surgery
- Clean incision lines with hydrogen peroxide and shower 3-4 times a day for the first 7 days following surgery



In some cases, the fat pad located under the chin (submental area) is large and results in fullness to the submental and neck area. The amount of adipose (fatty tissue) tissue in this area tends to be somewhat hereditary and individuals that have excess fat in this area calmly note this trait in parents, grandparents, aunts, and uncles. In addition, the fatty tissue in this area tends to be resistant to dieting, so in many individuals, changes in weight has little impact on the fullness in this area. If one has good elasticity to their skin, removing the excess fatty tissue by liposuction may be an excellent option.

Liposuction

Liposuction, or submental lipectomy as it is commonly referred to, helps provide improved contouring in the neck area by removing the adipose (fatty) tissue pocket that can accumulate in the submental area. In some individuals, this can be extremely prominent. In submental lipectomy, a small incision is hidden in the skin crease underneath the chin and behind the earlobe. Small straw-like instruments called cannulas are inserted underneath the skin and are used to suction away the excess adipose tissue.



A special anesthetic fluid is infiltrated into the skin prior to liposuction to provide for improved anesthesia following the procedure and to help reduce bruising and swelling. The incisions are closed with dissolvable sutures and flesh-colored tape is applied to the area underneath the chin to help provide improved contouring. A special stockinet dressing is then applied after the procedure along with cold compresses. Most individuals find that they have minimal discomfort following this procedure. While we do provide pain

medication, many individuals find that it is not necessary to take. Most individuals also find they are able to resume their normal activities within 1 to 2 days following the procedure. As we reviewed, there is immediate improvement following the liposuction procedure. However, it takes 8 to 9 months to obtain the final result. During this time, the collagen fibers in the undermined skin tighten and produce improved contouring in this area. It is also important to remember that submental lipectomy removes only fatty tissue and is very appropriate for individuals who have good skin texture and tone. If an individual has significant muscle laxity and poor skin texture and tone, then a neck lift or facelift is necessary to provide the desired results.

Submental lipectomy – post procedure care instructions

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Non-invasive or Minimally -invasive procedures

Some patients seek non—surgical procedures to obtain improvement in the submental and neck area. Medications can be used to “dissolve” the fatty tissue and another cases freezing (cryo-lipolysis) can be used to remove the adipose tissue and improve contouring in this area. The amount of discomfort associated with treatment; the recovery time; and the final result can vary dramatically among patients.

Deoxycholic Acid Injections (Kybella) (Kybella)

This treatment works by destroying fat cells, but can also destroy other kind of cells such as skin cells if not used correctly. Treatment consists of approximately twenty small injections in the submental area. Topical anesthesia cream or

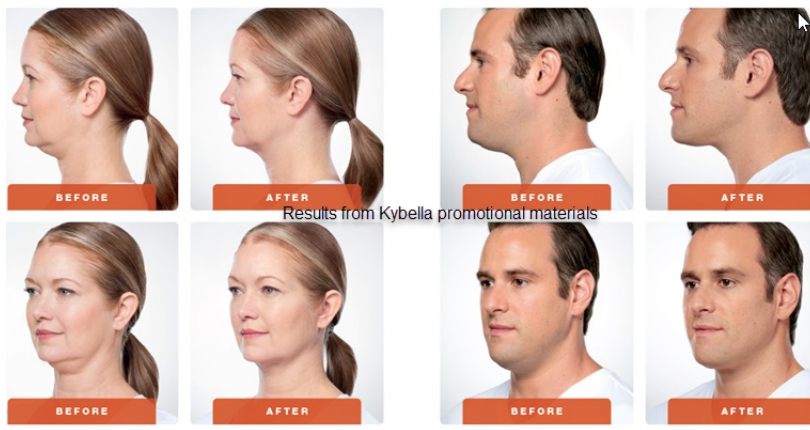


Xylocaine can be injected to anesthetize the area. Small injections are made in the submental area. Treatments take approximately 20-30 minutes. A burning sensation is commonly noted for the first day. For 3-4 days, individuals tend to have significant swelling in the area and can look like “a pelican swallowing a fish”. Most individuals can return to normal activities in 5-7 days. While some individuals notice affects in the first several days, it can take up to 12 weeks to obtain final improvement. Is important to

note that treatments do not tighten skin, but melts fat.



In clinical studies, approximately 60% of people required a total of 6 injections at one-month intervals in order to obtain the results they desired. The most common side effects that occur in the treatment include swelling, bruising, pain, numbness, redness, and hardness of the area. In rare cases, there can be an uneven smile or facial muscle weakness (4%) and trouble swallowing (2%) which resolved spontaneously in the majority of patients. Results can vary. In two clinical studies, 68.2% of patients treated with deoxycholic acid (Kybella) reported *some/moderately better improvement* and 16% of patients treated into clinical studies had *significant/a great deal better improvement*.



Cryotherapy (Coolsculpt)

In cryotherapy treatments, the cooling process freezes the water within the fat cells causing them to die (cryo-lipolysis). Over a period of several months the dead cells



are absorbed into the body naturally. It is important to note that the dissolved fat does not result in any increased cholesterol or elevated triglyceride levels within the blood, so there are no cardiovascular contraindications because of increased lipid levels in the blood.

Treatments are done without any anesthesia as an office procedure. A special appliance is applied to the neck area and gentle suction holds the neck tissue into the cooling apparatus. Procedures take 30-60 minutes with minimal to moderate discomfort. Typically, 2-3 procedures are required to obtain the desired results.

Patient's note varying levels of discomfort associated with the treatment and in the post recovery. For several hours following procedure the tissue may be firm. Tenderness can persist for several days and bruising can be noted for 5-7 days. A dullness and tenderness to the area can persist for up to 8 weeks. Final results are not typically obtained until 3-4 months following the procedure.

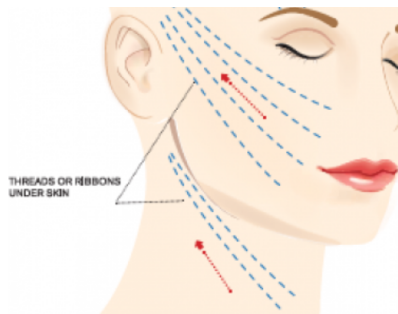
Dermal fillers (Hyaluronic Acid)



Some people desire dermal fillers (hyaluronic acid) injections to improve definition in the chin and a more defined, sculpted appearance along the jawline. These treatments are typically done as an office procedure with topical anesthetic cream used to anesthetize the area. Small injections are used to help augment and define tissues in this area. Treatments typically take 30 minutes or less with patient's being able to resume her normal activities immediately following the procedure. Results typically last 6–12 months

Thread lifts

In select patients, thread-lifts may provide beneficial results. In these cases, a specially developed dissolvable suture with small barbs is inserted under the skin with a special insertion needle. Thread is then repositioned to help elevate and



support the sagging neck tissues. Results are variable and the sutures dissolve within 12–18 months. Results can vary dramatically based upon the thickness of 1 skin; the amount of skin laxity; and the degree of muscle sagging. Treatments typically take an hour and a done under local injectable anesthesia.

New advances in surgical technique, anesthesia, and postoperative care have resulted in much less discomfort, less swelling, less bruising, and a quicker return to normal social and work activities than was previously associated with cosmetic surgical procedures. Men now have an ever-increasing number of surgical, minimally- invasive, and non-surgical options to help them maintain a more youthful, rested, and energetic appearance in today's ever increasing "visual" and appearance conscious society. The optimal treatment for the patient can vary depending upon the area or areas they desire to obtain improvement in; the amount of improvement they desire; how long they want that improvement to last; and the amount of "downtime" or healing process they want to commit to. Overall, most patients desire to obtain a more youthful, rested appearance which reflects increased vitality. They want a natural, unoperated appearance. They want to "look good" and "feel good"!



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