

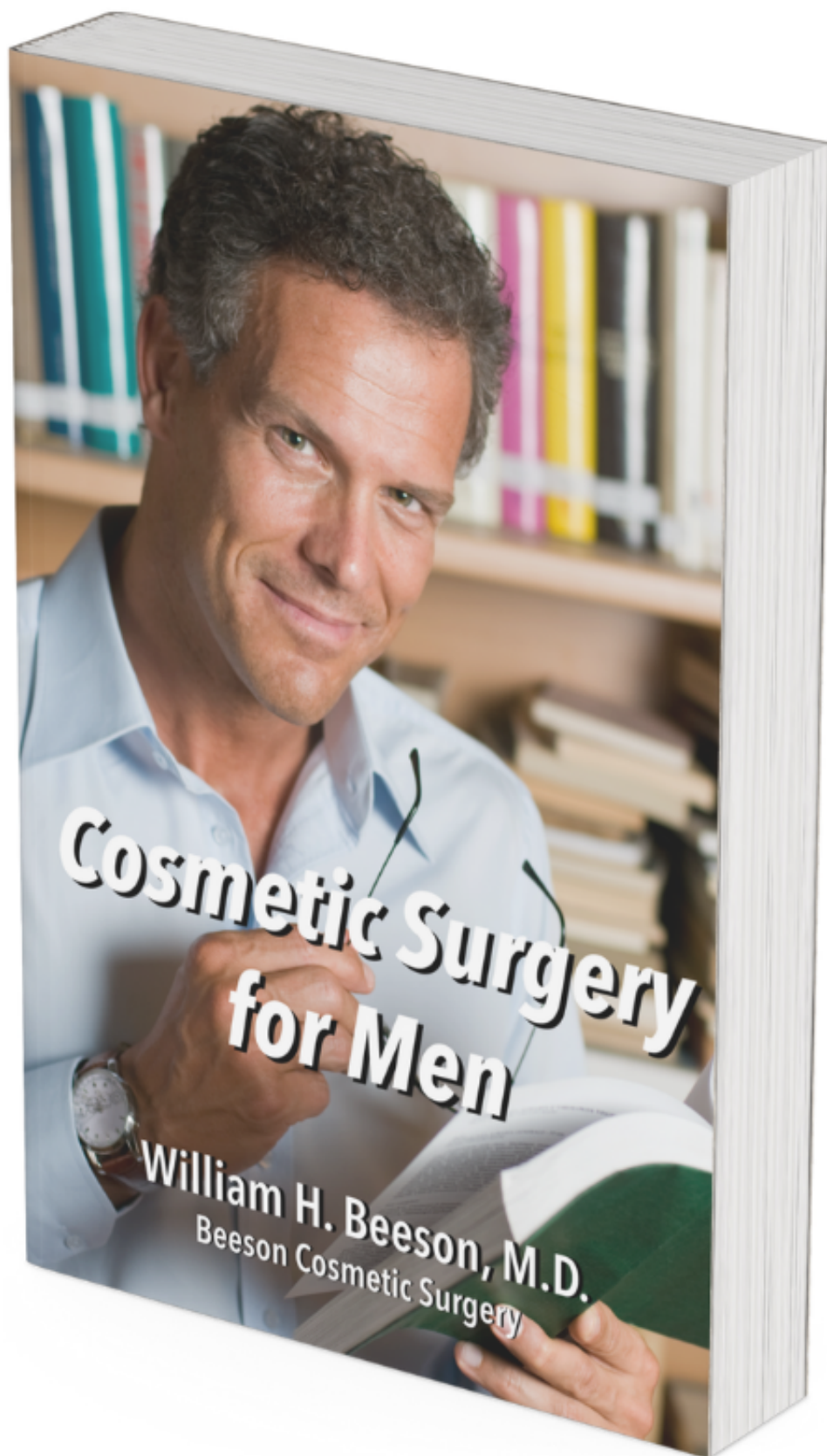


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I. Cosmetic Surgery is Not Just for Women Anymore

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 workout 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 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. 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%). Again, we are a visual society and how we look (our appearance) has a dramatic impact on how we are perceived by others. This 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 and social activities in 1 week or less.



II. 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. You might also wish to consider other procedures that provide a smoother and more rested appearance to



both the neck and submental (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, increased skin laxity, sagging neck muscles and drooping submandibular glands can result in increased fullness in the submental neck area. This 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 are 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. The result is a more viril, rested, youthful, and energetic appearance.





The 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 move the 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 the patient heals more quickly, and has less bruising/swelling because the incisions are smaller and more camouflaged. An additional advantage is that the incisions are hidden under the chin, behind the ear and in the hair, meaning that the patient can 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 areas. The advantage of the neck lift is that the incisions are camouflaged and that they heal more quickly than with a facelift. The disadvantage is that the neck lift only treats the neck area. It is also worth mentioning that if an individual has had a neck lift, they can always have a facelift performed later on, in order to treat laxity in the jowl area, if or when it becomes bothersome.

Neck Lift



Before



After

Neck Lift – Post Procedure Care Instructions

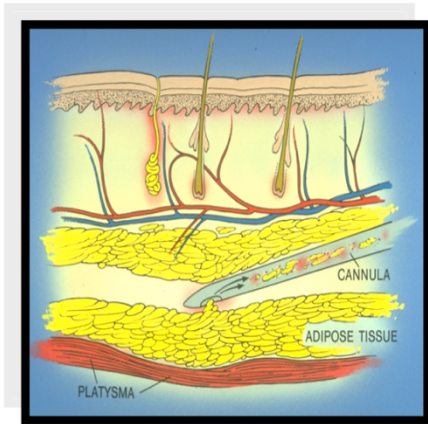
- Sleep with head elevated 30°- 40° for 2 weeks
- Apply cold compresses over neck and cheek areas every 20 minutes for 48 hours following surgery
- No heavy lifting or straining over 5 pounds for 7-10 days after surgery
- Clean incision lines with hydrogen peroxide and shower 3-4 times a day for the first 7 days following surgery

III. Submental Lipectomy (Liposuction)

In some cases, the fat pad located under the chin (submental area) is large, leading to fullness in the neck area. The amount of adipose (fatty) tissue in this area tends to be somewhat hereditary, and individuals that have excess fat in this area commonly note this trait in parents, grandparents, aunts, and uncles. In addition, adipose tissue in this area tends to be resistant to dieting, meaning that weight loss has little impact on the fullness in the neck area. If one has good skin elasticity, then removing the excess fatty tissue via submental lipectomy (or liposuction as it is commonly referred to) may be an excellent option.

Submental lipectomy helps to provide improved contouring in the neck area by removing the adipose tissue pocket that can accumulate in the submental area. In some individuals, this can be extremely prominent. For the procedure, 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 not only provide for improved anesthesia, but also help reduce bruising and swelling following the procedure.



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 stockinette dressing is then applied after the procedure, along with cold compresses. Most individuals find that they have minimal discomfort following this procedure. We do provide pain medication, and 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

- Sleep with head elevated 30°- 40° for 2 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

IV. Dermal Fillers (Hyaluronic Acid)

Some patients seek non-surgical procedures to obtain improvement in the neck and submental areas. The amount of discomfort associated with treatment; the recovery time; and the final result can vary dramatically from patient to patient. Dermal filler injections provide patients with not only improved definition in the chin, but also a more defined, sculpted appearance along the jawline. These treatments are typically done as an office procedure with topical cream used to anesthetize the area. Small injections are used to help augment and define tissues in this area. The treatments typically take 30 minutes or less with patients being able to resume their normal activities immediately following the procedure. The results typically last 6-12 months.



V. Conclusion



New advances in surgical technique, anesthesia, and postoperative care have resulted in much less discomfort, swelling, and bruising, as well as a quicker return to normal social/work activities than what was previously associated with cosmetic surgical procedures. Men now have an ever-increasing number of surgical and minimally invasive options to help them maintain a more youthful, rested, and energetic appearance in today's ever increasing visual 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" (healing process) they want to commit to. Overall, most patients desire to obtain a more youthful, rested appearance that reflects increased vitality. They want a natural, unoperated appearance. They want to "look good" and "feel good"!

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