

AESTHETIC DERMATOLOGY

COSMETIC PROCEDURES

Facial augmentation in men

Men are increasingly looking to enhance their appearance with cosmetic procedures. Dr Paul Charlson discusses desirable male facial characteristics and suitable treatments.

ABSTRACT

Over 90% of facial procedures are undertaken on women, but men are increasingly seeking cosmetic treatment. While the female face is about rounded contours the male face is about definition, particularly around the chin and jawline. These characteristics need to be considered by any practitioner treating a male patient.

Key words

Aesthetics, augmentation, botulinum toxin, dermal filler, testosterone.

0.25 CPD CREDITS

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The UK aesthetics industry focuses on the female face – over 90% of facial procedures are undertaken on women – but men are increasingly looking to enhance their appearance. Research on why men are seeking cosmetic treatment is scant. The importance of looking younger and more attractive for career reasons and the rise of photo-based dating sites seem to be factors. Significantly, it is often because men's female partners are having cosmetic procedures and encourage them to seek treatment.

CHARACTERISTICS OF THE MALE FACE

The perception of attractiveness in the male face differs between men and women. Women's perception of an attractive male face tends to involve a slightly softer jawline, thinner face and fuller lips than men's perception. Perception of attractiveness differs between cultures and fashion is a factor.

Research shows that men with a higher face width-to-height ratio are attractive to women for short-term relationships (and the ratio is associated with male dominance) but this does not necessarily hold for long-term relationships. Although there is little research on what makes a male face attractive there are certain important characteristics, which artists have captured over centuries and which appear in the media today:

- Symmetry
- Strong nose
- Near to average features
- Defined cheekbones
- Clear skin
- Small eyes
- Well defined jaw and chin
- Eyebrows close to eyes
- Balanced proportions

These characteristics need to be considered by any practitioner treating a male patient. While the female face is about rounded contours, the male face is about definition.

A defined malar flare, a flat (but not sunken) mid cheek and a strong nose are all desirable male facial characteristics. These features can be achieved with dermal fillers. The area that yields the most satisfaction for male patients is chin and jawline definition. It is important to assess the face from the front and



Botulinum toxin in men should keep the brow low and horizontal

laterally because this gives a better idea of the shape of the face, in particular the jaw and chin line. The easiest way to enhance this area is using a dermal filler with a cannula injected deeply above the periosteum. A filler with a good lifting capacity is often one with a high elastic modulus – a fairly hard filler which has a high cohesiveness so it can resist pressures of movement and not break down or migrate. This provides a solid framework and a sharper line. If contouring is required, a mixture of a firmer cohesive filler injected deeply with a subdermal softer filler will often give better results.

Fat loss in the face, creating an almost skeletal appearance, is an issue for middle-aged men who are keen sportsmen (the popularity of cycling has made this problem more common). Correcting this issue can be expensive because of the large quantities of dermal filler required. In these cases collagen stimulators such as polylactic acid are helpful. They are slow-acting but provide a good global volumisation with lasting results.

Botulinum toxin is useful in men but the technique should be aimed at keeping the brow low and horizontal. As such, careful use in the supero-lateral orbicularis oculi is important and the frontalis should be paralysed laterally. Men tend to have a larger forehead than women and in men who have a receding hairline it is important not to leave some unnatural looking movement of frontalis near the hairline.

Male skin is different from female skin, it ages in a linear fashion whereas female skin tends to be more static until the menopause, then it changes rapidly. Androgenic activity in men leads to a thicker epidermis and more collagen density, increased oil production and a greater number of terminal hair follicles. Over moisturising is an issue for some men, resulting in acne. Some studies also suggest that testosterone impairs the skin barrier function causing a higher incidence of conditions such as eczema and reduced wound healing in men. These characteristics need to be considered when providing skincare advice. ■

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Full references can be found at mimslearning.co.uk/dermatology

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