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## **FATHER'S DAY FACELIFT?**

ASPS Stats Show that Facelifts and Other Cosmetic Procedures for Men on the Rise

**ARLINGTON HEIGHTS, Ill.**, June 14, 2011 – While a Father's Day facelift might seem out of the ordinary, statistics show that cosmetic surgery for men is becoming more common.

Statistics from the American Society of Plastic Surgeons (ASPS) show that men underwent more than 1.1 million cosmetic procedures, both minimally-invasive and surgical in 2010, which is up two percent compared to 2009.

However, many male *surgical* procedures increased significantly. Facelifts for men rose 14 percent in 2010 while male liposuction increased 7 percent.

The majority of the men's fastest-growing cosmetic procedures are surgical, which bucks the previous trend of growth in minimally-invasive treatments.

“The growth in cosmetic surgical procedures for men may be a product of our aging baby boomers who are now ready to have plastic surgery,” said ASPS President Phillip Haeck, MD. “Minimally-invasive procedures such as Botox® and soft tissue fillers work to a point. However, as you age and gravity takes over, surgical procedures that lift the skin are necessary in order to show significant improvement.”

### **Fastest-Growing Male Cosmetic Procedures (by percentage increase)**

The list is comprised of the fastest-growing surgical and minimally-invasive procedures from 2009 to 2010. Criteria for inclusion: Procedure performed on at least 1,000 men in 2010.

(Surgical procedures are listed in **bold**).

- 1. Facelift - 14% Increase**
- 2. Ear Surgery (Otoplasty) – 11% Increase**
3. Soft Tissue Fillers – 10% Increase
4. Botulinum Toxin Type A – 9% Increase
- 5. Liposuction – 7% Increase**
- 6. Breast Reduction in Men - 6% Increase**
- 7. Eyelid Surgery - 4% Increase**
- 8. Dermabrasion - 4% Increase**
9. Laser Hair Removal - 4% Increase
10. Laser Treatment of Leg Veins - 4% Increase

Plastic surgeons say that another trend they see in male plastic surgery is the type of patient seeking their services.

“Typically people think of celebrities and high profile men undergoing cosmetic surgery,” said Stephen Baker, MD, an ASPS Member Surgeon based in Washington DC. “And while that may be true, the typical male cosmetic surgery patient that I see is an average guy who wants to look as good as he feels. Most of my patients are ‘men’s men,’ the kind of guy you might not think would have plastic surgery.”

Dr. Baker said that baby boomers who are now reaching retirement age are the new face of the male plastic surgery trend. “They want to look good. So when they have the financial means to do it, they are ready to do it now,” said Dr. Baker.

In fact, one of Dr. Baker’s patients is an “average Joe” named Joe Marek. Joe recently underwent a facelift and eyelid surgery. The 57-year old said, “I didn’t feel that old. I felt young. I was working out. I was pretty active and I wanted to look like I felt inside.”

Joe also said his girlfriend supported his decision to have plastic surgery.

### **Most Popular Male Cosmetic Procedures (by volume)**

This list is comprised of the top five surgical and top five minimally-invasive procedures by volume in 2010:

#### 2010 Top Five Male Cosmetic Surgical Procedures

1. Nose Reshaping (64,000)
2. Eyelid Surgery (31,000)
3. Liposuction (24,000)
4. Breast Reduction in Men (18,000)
5. Hair Transplantation (13,000)

#### 2010 Top Five Male Cosmetic Minimally-Invasive Procedures

1. Botulinum Toxin Type A (337,000)
2. Laser Hair Removal (165,000)
3. Microdermabrasion (158,000)
4. Chemical Peel (90,000)
5. Soft Tissue Fillers (78,000)

For more statistics on trends in plastic surgery including gender, age, regional, national average fees, and other breakouts, visit the ASPS Report of the 2010 Plastic Surgery Statistics at <http://www.plasticsurgery.org/Media/Statistics.html>. Visitors can also find information about procedures and referrals to ASPS Member Surgeons.

The American Society of Plastic Surgeons is the largest organization of board-certified plastic surgeons in the world. Representing more than 7,000 physician members, the Society is recognized as a leading authority and information source on cosmetic and reconstructive plastic

surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery or The Royal College of Physicians and Surgeons of Canada.

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