

REVIVE

ANNUAL JUST FOR MEN ISSUE

HEALTH • BEAUTY • FITNESS • FASHION

Annual **Just for Men** Issue

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Cosmetic Treatments For Men

By Dr. Ihab Matta



It is often thought that cosmetic treatments are the domain of women alone; but more and more men understand the benefit of restoring some of the youthful features that they may have lost over time. It is important to understand the motivation of most men coming in for treatment. A lot of them

simply want to look their best, another group comes in at the prompting of a female in their lives (it might be their wife or girlfriend who is already having treatment done and she wants him to look refreshed). A big group that isn't usually talked about is the man who wants to maintain his competitive advantage at work. This might be a man who is in sales, or in a large corporation where there is a lot of young talent and he doesn't want to look "old" or "tired" compared to them. It can be perceived that if you look older it means that you aren't capable of doing the job required.

Probably the most common treatment that men come in for is laser hair removal. This safe, permanent hair reduction technique is now almost 15 years old and is much more perfected now than it was years ago. The best candidates are lighter skinned men with dark hair. It can be used on darker skin, but more treatments are necessary and technician skill is even more important to avoid the chance of burning the patient. Common areas for men include the neck (it helps with ingrown hair follicles), back of the neck to create a sharper hair line, ears (yes guys, we all hate to admit it, but as we get older, we lose hair where we want it and sprout it in places we didn't even know it was possible to grow hair), the back and shoulders (face it, it's not popular with the ladies to have a furry back). Most patients require 6-8 sessions, more in darker skin.

Hyaluronic Acid Fillers (HAF's) are probably the second most common treatment for men in my office. As men age we lose volume at the front of our face and our face starts to sag and droop, sort of like a hound dog (sorry). This creates jowls with hanging skin at the margin of the jawline. Men look fantastic when we fill in their cheeks and raise some of the



loose skin (one would need surgery if there is a lot of hanging skin); it makes them look less "tired". The great thing about HAF's is that they look natural when done by an experienced injector and nobody will even know you had it done; they will just notice that you look great.

Most men laugh when you mention Botox, but more men are seeing the benefits of this wrinkle-reducing treatment. It is helpful for "dynamic" wrinkles that are visible when you frown, less so for static wrinkles those are there all the time and are visible even at rest. It is best for reducing frown lines and crow's feet, making the eyes look more awake and alert, again, this is helpful as a competitive advantage. Botox can also be used to reduce sweating, which may be an embarrassing condition in the workplace.

One last treatment to consider is Maximus radiofrequency treatment. This skin tightening and fat-reducing treatment is useful for tightening up the jaw line, improving the appearance of an aging neck and reducing the middle aged belly.

These are just a few of the many cosmetic treatment options available. It is of paramount importance that one goes to a qualified and experienced provider. More information is available at www.drmatta.com.

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