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More Men Are Discovering Cosmetic Surgery Liposuction, eyelid lifts and nose jobs are popular procedures, experts say

By Kathleen Doheny HealthDay Reporter

"Men are typically more reticent to come in for a consult," Moelleken said. And they let things slide longer. Translation: "By the time their eyelids bother them, for instance, they are really heavy."

What they don't ask for -- or want -- is dramatic change. "The first thing they tell me is, 'Don't overdo me." Men, as do most women, want subtle, not startling, effects, Moelleken said.

Men often choose less-invasive surgeries with less downtime, said Dr. Michael Olding, chief of plastic surgery at George Washington University School of Medicine in Washington, D.C., and a member of the American Society of Plastic Surgery's public education committee.

"Instead of a facelift, men ask me to get rid of their neck waddle, to Advertisement get rid of the turkey gobbler," Olding said, adding that if a man's a good candidate, he performs a neck lift rather than a full facelift.

The desire to retain a youthful look in today's competitive work world drives many men to Dr. Leroy Young. He's a plastic and reconstructive surgeon at Barnes-Jewish West County Hospital in St. Louis, and chairman of the American Society of Plastic Surgeons' emerging trends task force.

"There is now very good data to show the good jobs, the promotions, go to the young and good-looking," Young said. So, men figure, why not give nature a little help, he added.

"There basically is no longer a stigma," Young said. That's partly due, he said, to the makeover reality shows on television, which he called a double-edged sword. While the multiple surgeries depicted on some shows are financially out of reach for many, the shows do create awareness of what can be accomplished under the care of a competent surgeon, he said.

But Moelleken believes there's still a perceived stigma among some men "and that's what prevents [some of] them from having plastic surgery."

Page: << Prev | 1 | 2 | 3 | Next >>

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SOURCES: Brent Moelleken, M.D., plastic and reconstructive surgeon, Beverly Hills and Santa Barbara, Calif.; Michael Olding, M.D., chief of plastic surgery at George Washington University School of Medicine, Washington, D.C.; Leroy Young, M.D., plastic and reconstructive surgeon, Barnes-Jewish West County Hospital, St. Louis

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