

TWEAKING THE MALE FACE



“Do other men do this, or am I the only one?”

According to aesthetic practitioner Dr Tahera Bhojani-Lynch, this is a sentence she hears almost every day in her clinic. Aesthetic treatments are something that have always been largely associated with women, and although there have been a growing number of men interested in treatments over the last decade, statistics from the American Society of Plastic Surgeons indicate that men still only make up 8% of all aesthetic procedures. There are many reasons behind this, notes dentist and aesthetic practitioner Dr MJ Rowland-Warmann, including a negative stigma and the fear of looking over-done. So, if you're a man considering an aesthetic treatment but are nervous to make the first move, or there's a man in your life whose confidence could benefit from having a procedure, *Beyond Beauty* finds out how you can get subtle and natural looking results!

Breaking stereotypes

Dr Rowland-Warmann has found that due to this lack of conversation, men who come to her for treatment are often worried about how they'll be perceived. She comments, “Aesthetics is a very taboo topic for men still. The phrase “if any of my



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mates knew I'm doing this they'd rip into me' has been said to me quite a lot, whereas women seem to worry less about this." She adds that she has many different types of men present to her clinic, and there is no set demographic for who gets filler. She notes, "People shouldn't assume that 'manly' men don't get work done – everyone does! Would I say I have more gay guys or straight guys? Or more younger guys than older guys? I honestly couldn't tell you. I have such a variety of male patients, and everyone comes in with different wants and needs. For example, a lot of men in their 20s and 30s come in to get a more defined jawline, whereas the older generation will come in for tear trough or cheek filler because they just want a bit of rejuvenation."

One of the main problems surrounding men and aesthetic treatments is that it's something that never gets spoken about, says Dr Bhojani-Lynch. She comments, "I had one man leave my treatment room and come running straight back, because he couldn't believe he'd seen another man in the waiting room. He thought he was the only one! You can imagine his surprise when I told him I treat at least one man a day. If men understood that other men do have these treatments, they wouldn't feel as embarrassed!"

Consultation options

Both practitioners note that the initial consultation is a common cause of concern for a lot of male patients, but it's not as scary as people might think! Dr Bhojani-Lynch comments, "Unless it's a clinic branded just for men, there's this misconception that aesthetic practices are an environment for women. So, before men walk in, there's a degree of apprehension. I think they often wonder whether it will make them less masculine to be entering this space. Generally speaking, alpha males like to project themselves as strong people, and when you come into a clinic,

you're essentially admitting there's an insecurity. Showing vulnerability is something that they don't like." However, scheduling a consultation can be a good way for men to enhance their understanding of aesthetics and shouldn't be something they shy away from, says Dr Rowland-Warmann. "Men are afraid to make the first move because they don't know what to expect," she comments, "They don't know whether they'll be poked or prodded, if they'll be embarrassed, or if they'll be given a treatment plan that costs them loads of money. But consultations are important because they help to set expectations, and give an indication of what the end result will be. It gives the patient an opportunity to talk about what they want to achieve, be talked through the appropriate science, and given a treatment plan completely tailored to each individual case. I find that men need a bit more explanation during a consultation because they like to know exactly how the science works before they make their decisions, and having it explained in these terms can make it seem less feminine and more neutral. Aesthetics is just science and medicine – what's so girly about that?"

For those that really hate the thought of coming into the clinic straight away, Dr Bhojani-Lynch adds that online consultations have become a lot more common-place since COVID-19. She says, "While virtual consultations started as something to fill the gap in lockdown, a lot of practices are still offering this as an option, so it can be a great way for men to make that initial contact and discuss their concerns without feeling self-conscious or judged. All you have to do is speak via something like Zoom, and if men don't like it then they're still in the comfort of their own home when it ends."

Dr Bhojani-Lynch adds that after this initial consultation a rapport with the practitioner will hopefully have been built up, helping to dispel the worries of having to enter the clinic for the treatment.

What results can be achieved?

Case study 1



Patient before and after 6ml of Ellansé dermal filler. After image shows a squarer and more defined jawline. Image courtesy of Dr Rowland-Warmann.

Case study 2



Patient before and after 1.2ml of RHA 4 in the cheekbones, 1ml Redensity 2 in the under-eyes, and 1ml Ellansé in the jawline. Images courtesy of Dr Bhojani-Lynch.

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Dr Tahera Bhojani-Lynch

Results can look natural!

So, the consultation is over – but what will the treatment results be like?

Dr Bhojani-Lynch comments that another reason men can often be hesitant about getting facial fillers is the fear of looking too feminised. She says, "There is a bit of a misconception that getting fillers will make you look womanly. Unfortunately, this is because the male celebrities in the media who we know have had work done have usually lost their defining masculine features. This leads people to think 'well if someone with that much money ends up looking bad then it obviously can't be done correctly!' But that just isn't the case. There are so many men who have had their faces correctly treated and look extremely smart and very natural. The problem with these patients is that because it's been done so well, nobody realises they've had any procedures at all!"

To avoid being treated in a way that makes the male face look feminised, Dr Bhojani-Lynch reminds patients not to rely on before and after images when choosing their practitioner. Instead, she emphasises that going to a qualified medical practitioner who has extensive experience treating male patients is important. This is because the knowledge behind the differences in male and female anatomy is integral to a successful aesthetic treatment. She explains, "Male and female faces are structured completely differently, and to treat men successfully the practitioner has to understand this. Generally, women's cheeks curve, their chins are more pointed and the brows are more arched. The space between the width of the cheeks and the jaw is smaller for men which makes the face squarer, while women have wider cheeks and a lower face that is narrower in comparison. So, if you give a man rounded cheeks, for example, he'll lose

that sharpness associated with male attractiveness. When treating a man, you never want to be adding too much volume or making anything bigger. If the practitioner would treat a male face the same way they would a woman's, they shouldn't be treating male faces."

If masculinity isn't the aim...

While it's the aim of a lot of male patients to appear more stereotypically masculine, this doesn't apply to everyone. Dr Rowland-Warmann notes, "There are men out there who want to look more feminine, and that's totally fine! The purpose of this isn't to tell men how they should look, but to let them know that they have options. Getting dermal filler doesn't automatically mean men will end up looking one certain way, and it's completely up to the individual in question what final result you want to go for. If a man wants rounded cheekbones and a small jawline, they should go for it! But patients should always make sure exactly what they want is communicated to, and understood by, the practitioner in question."

Choose what's right for you

Dr Bhojani-Lynch notes that men should view getting an aesthetic procedure as a form of self-care, similar to how they would see going to the gym or buying new clothes. She says, "Wanting to look good is universally acceptable, whether you're a man or a woman, white or black, big or small. Getting an aesthetic treatment is just part of wanting to look good! Of course, that's not to say every man HAS to have a treatment to be attractive, but if there's something you're insecure or worried about, don't put off going for a consultation because you're worried about seeming feminine. Dermal fillers can achieve some really great things, and having a bit of work done is absolutely nothing to feel ashamed about." She adds that of course dermal fillers aren't for all men. "You should always consider the potential side effects and also that there are loads of other treatments that might be better suited to you!" she adds.

Dr Rowland-Warmann also emphasises the positive impact that dermal fillers can have on day-to-day lives. She says, "The notion that aesthetic treatments can change lives isn't just something that comes from women. I hear it from my male patients too, and it really can make a substantial difference. These deliberate changes to the face can bring about so much joy, and their quality of life changes dramatically. My favourite reaction was actually the other day when one of my male patients looked in the mirror after treatment and said 'wow... NOW I would date me!' You can't underestimate how much a little bit of soft tissue filler really means! So, if men are considering getting a treatment, I can't recommend it enough."



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