Men and botox
As more men face up to it, it's a new wrinkle in an increasing trend
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For many men, Botox-ing the fine lines away is no different from washing away the gray or splurging for professional tailoring. If you've got the money and it's available - under this line of thinking - why not?

Men are increasingly choosing the quick, relatively painless procedure to smooth out a few wrinkles for personal satisfaction or professional advancement.

"To me, Botox is like going to the dentist; it's part of my regimen," says Chip Laber, a self-described health nut who gets Botox treatments every four to six months.

Botox, the brand name for botulinum toxin type A, was the most common nonsurgical cosmetic procedure for men in 2005 and 2006, according to the American Society of Plastic Surgeons. Local plastic surgery centers report that men account for 15 percent to 18 percent of their Botox business, compared with about 5 percent five years ago.

"It really is just an extension of health and wellness," says Dr. Jon Mendelsohn, plastic surgeon with Advanced Cosmetic Surgery and Laser Center in Norwood.

Downtown resident John Kirst, 42, says, "It's strictly vanity. I love it when people say that I don't look my age." Kirst says he used to believe that he would never get a Botox treatment, but about a year and a half ago he had a change of heart.

Kirst visits Mendelsohn every six months for treatment of a line on his forehead.

"I think men are doing it for the same reasons (as women). They're spending more time taking care of themselves," says Dr. Devinder Mangat, facial plastic surgeon with Mangat & Kuy Plastic Surgery Center in Edgewood.

Part of the procedure's appeal for men is it's simplicity, Dr. Mendelsohn says. Botox treatments are less invasive than surgical procedures and less time-consuming and "cosmetic" than a spa service.
A typical treatment takes less than five minutes. A medical professional administers injections to forehead lines, crow's feet or frown lines. The marks from the injections go away by the time a client gets back to work or home, but it takes three to five days for Botox to begin showing effects and up to 10 days for the full effect.

"Men tend to be very private when they have any kind of cosmetic work done. This is something quick-in and quick-out, without any tell-tale signs, short of a few less wrinkles," says Dr. Peter McKenna, plastic surgeon with the Cincinnati Institute of Plastic Surgery in Montgomery.

The majority of men who get Botox treatments want it for professional, as well as personal, reasons, doctors and patients say.

Laber, who's 43, says he's probably the oldest stylist at Matt Bradley Salon in Hyde Park.

"I think a lot of guys do it to keep up with competition. I'm working with people who are half my age, and I'll do anything I can to look my best," Laber says.

Every four to six months, Laber gets injections in two "zones" - on his forehead and the crease between his eyes.

Frown lines are the most common zone for men, Mangat says, partly because these muscles usually are more pronounced in a man's face than a woman's.

But deep wrinkles may require a filler in addition to Botox, says Dr. John Kitzmiller, a plastic, reconstructive and hand surgeon with the University of Cincinnati.

Botox is not the only cosmetic procedure showing an increase among men.

Since 2000, the number of cosmetic non-surgical procedures - including Botox, microdermabrasion and collagen injections - performed on men has increased by 91 percent, compared to a 69 percent increase among women, according to the American Academy of Facial Plastic and Reconstructive Surgery.

Eyelid "lifts" and facial liposuction are also on the rise, McKenna says.

Most new Botox clients receive treatments every three to four months - before the previous injections wear off - and they have to start from scratch. Veteran Botox clients can wait four to six months.

Locally, Botox procedures range from about $200-$300 per "zone," depending on how many units of Botox have to be used. The national average is $435.

Doctors recommend asking how many units of Botox are included in the quoted price, particularly if the price is far less than a competing price. There are some diluted and nonpurified strains of Botox on the market that are not as effective, McKenna says.
Tampa's adamantly for-men-only salon and spa has softened both its look and its stance. Once billed as a haven for the South Tampa metrosexual, the Difference has opened its doors to women.

The proof is in the plants and gasp! curtains that have made their way into the building, at 4029 Henderson Blvd., that once was decorated in all grays and sharp lines. Okay, there aren't too many curtains, but there are rugs underfoot, new art on the walls and a new private entrance in the back for the men who really don't want any women to know they came for a massage.

The Difference has offered spa breaks, manicures and pedicures to men for nearly four years, but owner Tait Kmentt recently decided it was time to welcome everyone. "To be honest, (the men-only concept) stopped making sense financially," he said.

To placate any of his longtime customers who might be uncomfortable, Kmentt will reserve Tuesdays and Fridays exclusively for men. And the new decor still is very far from girly.

Response has been positive, said Tara Kmentt, Tait's sister and spa director.

The building was closed for two weeks while the main entrance was reconfigured, walls were painted eggplant (translation for guys: dark purple) and new decor was put up. It reopened last week.

The spa also added new services to keep up with the medspa trend, including laser hair removal and skin treatments, Botox, wrinkle fillers like Restylane and a doctor-supervised weight loss management program.

The spa's Web site has changed from thedifferenceformen.com to thedifferencemedspa.com. Hours are 9 a.m. to 9 p.m. Monday-Friday, and 9-5 on Saturday.

Double the glamor

Now that there's finally more room to roam outside her downtown design store, Jill Lifsey decided it was a good time to give the store, itself, the same treatment.
Lifsey's store, District Designs, has doubled in size and, more notably, is no longer hemmed in by major construction. After taking over the retail space next door in the Meridian building at 1212 E Whiting St., District Designs now has more than 3,000 square feet of sleek furniture and modern accessories. The expansion, unveiled last month, corresponds with the reopening of the portions of 12th Street that were blocked by construction related to the Place condominium project. Customers are able to use the front entrance on 12th, rather than the side entrance, for the first time since District Designs opened 18 months ago. But it's still lonely in that part of Channelside, and Lifsey is waiting to see what other businesses might set up shop in the new retail spaces nearby.

"I'm anxious to see more walk-through traffic, " Lifsey said. "People are moving in and coming down here for the first time in a long time."

The store is open 11 a.m. to 5 p.m. Tuesdays through Fridays, and Saturdays 11 to 4.

New name draws eyes

Frances Perez Baker quietly purchased the long-running, family-owned Davis Optical in 2003 but decided not to change much at first. After all, the business at 602 S Dale Mabry Highway was founded in 1947 and ranked as the oldest independent optical shop in Tampa. It had an established client list, an accessible location at Dale Mabry and Dale Avenue and solid name recognition.

But as the remaining employees retired one by one, Baker decided it was time to shake things up. She unveiled Eyewear Designs by Frances last month aimed at a younger, hipper clientele.

"The customer base is fabulous, " Baker said, but "the whole idea was to bring in the newer generation."

The shop retains its boutique feel and will continue to carry high-end brands like Daniel Swarovski, Dior, Gucci and Lacoste.
Sculptra(R) is one in the line of fillers that have received FDA approval, assuring it has been thoroughly tested and found safe and effective.

The cosmetic filler Sculptra(R) is made of poly-L-lactic acid (PLLA) which is a synthetic material. Since Sculptra is not made from an animal source, it does not require a skin test (a nice side benefit of this product). PLLA is “biocompatible,” meaning that it doesn’t harm the body, and “biodegradable,” which means it can be broken down within the body.

If you have wrinkles on your face or deep nasolabial folds (the lines starting at your nose and extending down along the sides of your mouth) then Sculptra(R) may be a good filler for you to consider. It also helps with sunken areas on the face where loss of fat has occurred, including the temples, under the eyes, the cheeks, and the chin area. Sculptra(R) can smooth out, fill in, and decrease problems with the appearance in these facial areas.

Sculptra(R) is injected in small amounts under the skin using a very fine needle. This filler gradually corrects depressions in your skin, so more than one treatment may be required, depending upon which area of the face is targeted and how deep the depressions are. An experienced board certified dermatologist or board certified plastic surgeon will be able to advise you on the appropriate number of treatment sessions that would be indicated to achieve the results you are seeking.

For deeper depressions such as nasolabial folds, three to six treatments may be needed and are normally scheduled about 4 weeks apart. The results from Sculptra(R) usually last one to two years - longer than the duration of most other dermal fillers.

As with most dermal fillers, side effects are usually minimal. Immediately following the injection, there may be redness, pain or bruising in the treated area. These effects usually disappear in hours or just a few days. Ice can be applied after the injection to decrease any swelling, and most patients feel very comfortable going about their normal daily routine very quickly after treatments with dermal fillers.

Even though injectables are considered a “non invasive” cosmetic procedure, it is highly recommended that you consult with a board certified dermatologist or plastic surgeon before making your decision to elect such treatment. Those physicians have a sharpened expertise resulting from years of training and a wealth of experience in cosmetic procedures. Your guidance and product recommendations should come from doctors who are specialists in the area of dermal fillers - and once a product or procedure is selected, you’ll want the professional treating you to be one who fully understands facial anatomy and the nuances of injecting Sculptra(R) or any treatment you may select.
Note: The specific risks and the suitability of Sculptra(R) for a given individual can be determined only at the time of consultation with a physician. All procedures have some degree of risk. The information provided here is not a substitute for a consultation.

About The Author:
Thoroughly research the products and procedures for all cosmetic treatments. For more information on Sculptra(R) or La Jolla body contouring, visit La Jolla Cosmetic Surgery Centre at http://www.ljcsc.com.

BOTOX PALSY AID

Reuters

July 6, 2007 -- Shots of Botox produce measurable improvements in function when used for muscle stiffness in children with cerebral palsy, according to a new study.

The muscles of people with cerebral palsy are often stiff, contract spontaneously and overreact to stimulation. Injections of Botox help safely reduce this spasticity and allows the person a greater degree of control over muscle movement, say researchers at Children's Hospital and Regional Medical Center in Seattle.