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Have You Noticed?

GUYS

Are Looking Better These Days!

“Beauty is in the eye of the beholder,” the saying goes. And beauty, or at least looking good, is what today’s man sees. It’s easy to track the trend through the many magazines that now chronicle manly pursuits like hairless chests, perfectly defined abs and silky black locks. The latest in the list is the recent *Cosmetic Surgery Times* with its entire issue dedicated only to men.

Not long ago, men were uncomfortable expressing concern for their appearance, and even less comfortable doing something about it. But times have changed. According to the American Society for Aesthetic Plastic Surgery, 11.7 million surgical and nonsurgical cosmetic procedures were performed in the U.S. in 2007, up 2% from 2006. Although men made up only 9% of cosmetic procedure patients, they underwent 17% more procedures in 2007 than in 2006; the number of procedures for women rose only 1% last year.

MORE PRODUCTS, PLEASE

Not surprisingly, cosmetic companies are piggy-backing on the trend, and none too soon. The website *Grooming Lounge* says 7 out of 10 men use some product meant for women as part of their grooming ritual. In fact, more than five million men admit to regularly using the women’s deodorant “Secret.” As a result, L’Oreal, Clarins, Estée Lauder and Lancôme have introduced lines for men that go beyond traditional hair and shaving products. Montreal-based KenMen offers everything from specialized skin tints to body and face highlighters and skin correction sticks.

What appearance issues matter to men? Hair loss, excess hair, weight gain and odor control, as well as some less common concerns like breast reduction and acne. Since 1997, surgical

Procedures and Makeup Are Not Just for Women Anymore

procedures for men have increased 3%, while nonsurgical procedures have increased 886%. In 2007, the top surgical procedures for men in order of frequency were: liposuction, eyelid surgery, rhinoplasty, male breast reduction and hair transplants. The top nonsurgical procedures were: Botox®, laser hair removal and microdermabrasion.

Dr. Harvey Zarem, a California-based plastic surgeon who was a member of the Extreme Team on ABC’s *Extreme Makeover*, sees a change in attitude. “Instead of ‘I don’t care (read: I’m a real man)’ today’s comment is more typically, ‘Might as well take care of yourself.’” The two most common reasons for consults are droopy eyelids and a saggy neck, Dr. Zarem says.

Dr. Roderick Hester, chair of the Division of Plastic and Reconstructive Surgery at Emory University School of Medicine, sees a large number of patients in their 20s who seek rhinoplasty procedures to boost their self-esteem. Reasons range from “My nose is too big,” to having been teased as a child. He says men tend to be more realistic; they want change but don’t expect spectacular transformations.

Atlanta-based dermatologist Dr. Harold Brody has seen a 10% annual increase in men seeking esthetic skin procedures. He observes that acne scarring is more troublesome to the unmarried male in his 20s than to older men. Guys in their 40s are concerned with wrinkles and are also much more willing to have liposuction to eliminate their “love handles.”

First impressions count in the business world. Increasingly, men see that cosmetic procedures can help them maintain their edge in a competitive workplace, especially as the competition keeps getting younger. Dr. Zarem agrees, “Men in their 60s are usually dragged in by a spouse. They commonly mention wanting to be competitive in their profession when age is a factor.” He says there’s also pressure to keep up with aggressive,

successful, youthful women. Life-changing events, such as divorce, also lead men to seek physical changes.

MAKE-UP, TOO?

Men want to maintain their good looks, which accounts for a dramatic boost in the popularity of beauty salons. Carey Carter, co-owner of Carter-Barnes Hair Artisans in Atlanta, says men are seeking hair treatments, color and styling as well as facials, hair removal and pedicures. "Men go for skin care more than makeup, with the exception of self-tanners or under eye coverage for dark circles."

Carter advises caution. "Younger clients sometimes tend to overlook their looks...Grooming eyebrows so they don't look like caterpillars is a good thing, but arching men's eyebrows is too much."

Comfort level is influenced by age. "Younger clients have no trouble with masculine-feminine procedures done side-by-side," admits Carter. "However, boomers can be intimidated if surrounded by too much public exposure in the salon." Dr. Zarem agrees that there is a generation gap when it comes to beauty.

WHAT DO WOMEN THINK?

Faith Ossmann, wife of Paul Ossmann, chief meteorologist at Atlanta's NBC affiliate 11 Alive, encourages men to indulge in any cosmetic procedure that makes them feel good about themselves. "While I'm not a big fan of men wearing makeup," she says, "there are times that my husband wears more than I do, but for him, it is part of the job." The only warning for men is to exercise restraint. She adds, "When it comes to surgery I think the key for men is everything in moderation."

SENSATIONAL SMILES

A survey of members of the American Academy of Cosmetic Dentistry (AACD) ranked Hollywood hunk Matthew McConaughey tops for best male celebrity smile. Tiger Woods was named the male athlete with the best smile. The color and brightness of their smiles were the winning features.

In 2006, a third of cosmetic dentistry patients were men, according to the AACD, with most seeking whiter, brighter smiles. They also are queuing up for bonding, porcelain laminates, implants and all-ceramic crowns.

The primary goal for men over 50 is a more youthful appearance. This can be accomplished through cosmetic contouring, an esthetic reshaping of the teeth. More common are smile



redesigns using bonding, laminates or all-ceramic crowns. Generally, men want a natural look that doesn't even hint that they've had "work done."

WHAT'S IN STORE?

So, what's in store for the future of men's esthetic treatments? Dr. Zarem believes more men will acknowledge the benefits of eyelid and neck surgery. But Dr. Brody warns, "After a while, the 'sloppy' trend will return, probably in the next decade." For the moment, the move away from the "scruffy man" is being applauded by spouses, partners and children who enjoy seeing their men folk looking healthier and more handsome thanks to cosmetic procedures, products and esthetic dental treatments.



WITH A LIFELONG INTEREST IN BEAUTY, DR. RONALD GOLDSTEIN CONDUCTS ONGOING RESEARCH ON THE PHYSICAL ATTRACTIVENESS PHENOMENON AND ITS ROLE IN THE ACHIEVEMENT OF PERSONAL SUCCESS. HIS DENTAL PRACTICE WAS THE FIRST TO MOVE BEYOND THE SMILE AND FOCUS ON OVERALL FACIAL HARMONY. HE WRITES EXTENSIVELY FOR BOTH CONSUMERS AND THE DENTAL PROFESSION ON BEAUTY, ESTHETIC DENTISTRY AND RELATED TOPICS. DR. GOLDSTEIN IS THE AUTHOR OF THE 2-VOLUME TEXTBOOK, *ESTHETICS IN DENTISTRY AND CHANGE YOUR SMILE* (8 FOREIGN TRANSLATIONS), WHICH IS THE TOP-SELLING CONSUMER GUIDE TO DENTISTRY FOUND IN THOUSANDS OF DENTISTS' RECEPTION ROOMS AROUND THE WORLD. HE IS ON THE ADVISORY BOARD OF *NEW BEAUTY* MAGAZINE AND WRITES FOR IT AS WELL. HIS MULTIDISCIPLINARY PRACTICE IS IN ATLANTA, GEORGIA.