



# MIND MATTERS

Patient-centric approaches  
are key to improving  
outcomes in acne, vitiligo,  
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# Male Call

Dermatologists weigh in on the grooming habits of today's groom.

BY DENISE MANN

**A**s we enter wedding season, many dermatologists are reporting an uptick in grooms seeking grooming in the form of nips and tucks, usually of the minimally invasive variety.

Men can be commitment-phobes when it comes to cosmetic procedures, says Terrence Keane, MD, assistant clinical faculty at George Washington Hospital department of dermatology in Washington, DC. "They are more aware of their appearance, but are slow to commit to minimally invasive cosmetic procedures," he says. "Men need that final push in order to take the plunge into the medical aesthetic world. Frequently, that 'push' is a major life event such as a wedding."

## BROTOX, ANYONE?

"Often the treatments focus on procedures that will make men look great on the wedding day," Dr. Keane says. "This may include botulinum toxin treatment at the glabella and lateral canthi to open their eyes and make them look more awake but not overdone or laser hair removal to shape and straighten facial hair lines, creating a sculpted beard or eliminate neck hair." Laser resurfacing can treat acne scars or smooth the overall skin texture for a more polished, professional facial complexion, Dr. Keane says. Kybella injections and the CoolMini can also eliminate submental fat and create a more angled and stronger jawline, he adds.

"With the advances in non-invasive cosmetic procedures and men's skincare technology, it is clear that men are not immune to the pressures to look their best for their wedding day," agrees Paul Jarrod Frank, MD, Founder and Director of The 5th Avenue Dermatology Surgery & Laser Center in New York City. "The bride is not necessarily the driving force behind a groom pursuing treatment. Men really do care about their looks and many give thoughtful attention to their outward appearance. They want to look their best, for both their own satisfaction and that of their loved ones. Looking tired or stressed on your wedding day is now less tolerated because quick fixes are easier than ever before."

"I try to recommend treatment options that require the least amount of maintenance as possible," Dr. Frank says. "The male population is becoming more interested in grooming and looking better so I first tell them about basic skin care and then move onto options for treatment."

## WHAT GUYS WANT



Men tend to choose the same treatments that women desire; the main difference is that they are quicker to do more treatments at one time, Dr. Frank says. "Women are used to maintenance treatments, such as nails, hair, etc. When men come to see me, they want to maximize their time and treatment options."

It's not just a pre-wedding male crowd either, says Deanne Mraz Robinson, MD, director of the Body Sculpting Center at Connecticut Dermatology Group. "Industry trends tell us there's been a large increase in the number of men undergoing cosmetic procedures," she says. "Traditionally, men underwent larger, surgically based invasive procedures like liposuction and hair transplants. But, the secret is out regarding noninvasive procedures...Non invasive cosmetic procedures are a complimentary piece of taking care of yourself, like going to the gym and eating well."

## THE CHECK IS IN THE MALE

"Make men a priority," Dr. Keane suggests. "Make sure your messaging, outreach, decor, and patient education resonates and does not alienate male patients."

"When treating male patients, you have to approach them differently than when treating women both in personality and aesthetics," Dr. Frank says. "Men do not want their features to lack masculinity." ■