

## Why men have plastic surgery

BONNIE ESTRIDGE, Daily Mail - 6th September 2001

The number of men having cosmetic surgery is increasing dramatically. According to the Transform Medical Group, 15 per cent of its patients are male - an increase of 5 per cent since last year - and remarkably, 20 per cent of all those who have Botox injections are men. Here, we ask four men why they went to such lengths to change their image.

### Nose reshaped

**Darren Knight is a 30-year-old engineer who lives in a three-bedroom townhouse in Nottingham with his wife Sharon, a 31-year-old administration officer. Darren has had his nose remodelled. He says:**

As a boy, I broke my nose in a collision and never had it repaired properly. It bent to one side and was left with a big bump on it. As a result I was the butt of jokes about my 'big nose' and by the time I was in my late teens I had become self-conscious and shy.

Cosmetic surgery wasn't an option at that time. Apart from not being able to afford it, I thought I'd be seen as vain.

Then when I met Sharon, in 1989, we got on so well that I stopped worrying about hiding my profile. We started dating and, amazingly, she never mentioned my nose.

By the time we had been together for nine years, I knew she was keen to get married. So was I, but I'd put off asking her because I couldn't bear the thought of the wedding photos.

I resolved that I was not going to get married until I'd had my nose fixed. I made an appointment at the Transform Medical Group clinic in Leeds. The consultant drew some pictures for me and asked me what shape I had in mind. I told him I didn't care as long as my new nose was smaller and straighter. He said this would be a pretty easy task.

Because of the wedding we had used up much of our savings and I had to take out a loan. The total cost was £3,800. But the dramatic effect on my happiness means it was worth it.

When I came round from surgery, my nose was blocked, I couldn't breathe and I started having panic attacks. After a day I felt a lot better and the bruising was not too bad.

We married in Mexico two years ago. The photographs were terrific and I am proudly showing off my profile in many of them.

### Nose to mouth lines

**Chris Tanner, 41, is separated from his wife and has three young sons. He owns a kitchen company and lives in a four-bedroom house in Leatherhead, Surrey. Chris has had his nose-to-mouth lines and cheeks filled.**

He says: I like to keep myself looking good and go to the gym three or four times a week. However, I've never been one to use lotions and potions and, until recently, the thought of cosmetic surgery had never crossed my mind. I had lost quite a lot of weight around a year ago - I was under a lot of stress for various reasons - and though I put it back on, it left my cheeks looking hollow.

I thought this was ageing, but then a friend said she'd had the same problem resolved by injections of 'filler'. I was sceptical but decided that being over 40, I could do with some cosmetic improvements. I made an appointment at the clinic she recommended.

The woman who injected me explained that she was using a filler called Dermalive, which is based on synthetic hyaluronic acid - a skin-plumping substance which occurs naturally in the body. It was injected in to the side of my nose and in my cheeks - the filler sits just under the skin.

In fact, the whole procedure was not an ordeal at all, and within 20 minutes I was amazed to see that my cheeks were fuller and more youthful, my nose-to-mouth lines had disappeared and my cheekbones seemed to have become more prominent.

The difference before and after in a matter of minutes was quite incredible. Apparently, this filler lasts for around eight months depending on how quickly the body absorbs it. I'm already mentally planning my next visit.

I was told I needed three syringes of Dermalive, and happily paid the bill for £1,250 from my savings. I knew that if she found out, my ex-wife would have something to say about my vanity, but I've never seen why women should want to look their best but not men.

The following day, I visited one of the sites where my builders were installing a kitchen and they kept asking me what was different about my face. I'm afraid that I didn't have the courage to come clean.

But I was delighted with the result and will definitely go back for more when necessary.

*DAVID ROACHE is a 42-year-old computer software businessman. He is single and lives in a two-bedroom flat in Walton, Liverpool. He has had his upper lip enhanced. He says: MY THIN upper lip has always bothered me. It's a trait that seems to run in the family and because my lower lip is quite full, it makes my mouth look unbalanced. About nine months ago, I decided to ask a female friend who'd had lip enhancement whether she thought it might be the answer for me.*

I didn't feel embarrassed asking her because I had begun to imagine that everyone thought my mouth looked odd, even though no one had said anything.

She suggested I go to a cosmetic surgery clinic in Manchester, so I made an appointment for the following week. Before my top lip was injected with a hyaluronic acid filler called Perlaine, I was given a dental anaesthetic - as one would have with a filling - and after that, I didn't feel much at all.

I was nervous about what was going to happen, and I must admit my lip was sore and quite swollen for a couple of days. But once it had settled down, I was delighted to see that my mouth looked perfectly balanced. Friends thought the effect looked really natural.

The cost of this treatment, which should be effective for six to nine months, was £350, which I considered a bargain. I would have spent that on clothes or the car and this was far more satisfying.

The fact is that men are taking more care over their health and grooming. All the women I discuss it with think it's wonderful because they don't want a slob on their arm.

**Paul Baird is a 30-year-old building sales negotiator. He is single and lives in a two-bedroom flat in Old Trafford, Manchester. Paul has regular Botox injections and has had his nose re-modelled. He says:**

I've been having Botox injections for over a year as a preventive treatment to stop the lines around my eyes getting deeper with age. I was rather horrified to see them spreading from around my eyes in my late 20s, and decided I was too young to have crow's feet.

The procedure involves injecting the muscle paralysing bacteria botulinum toxin into the muscles of the forehead. This effectively freezes them, which in turn helps to iron out lines in the skin.

I went to a clinic in Manchester and once I'd had the first treatment to smooth out the crow's feet, the doctor explained that if I had Botox every three months for a year, the skin would remain smoother for longer and I would need only annual top-ups.

I can't say that my family has noticed that I've had Botox, but my friends are fascinated. Women want to see what I've had done and its effect, but more men are taking notice, and you can see they are genuinely interested.