SIR

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ARTICLE HIGHLIGHTS

> As Toronto-based cosmetic surgeon Trevor Born puts it: "This isn't about heterosexual versus homosexual anymore. Now the emphasis is on looks, longevity and health." Not only are men taking better care of themselves in general, they also have greater access to information, be it via the internet, fashion magazines or TV shows. According to Born, men nowadays are exposed to a more rounded view of cosmetic enhancement and can see how results are better than the jaded, clichéd stereotypes in the past. As living proof to his patients, the athletic and toned doctor uses Botox himself to even out his facial wrinkles.

> Born, who describes his male patients as "a broad mix" of ages and backgrounds, says that Botox… is regularly demanded by men ranging in age from the twenties to the seventies, as is invasive facial work. Many of Born's patients are in a work environment increasingly dominated by young men.

> "Alan," a forty-two-year-old Toronto businessman, first went to Dr. Born for Botox in 2003. He wanted to get rid of frown lines but was initially very nervous about getting it done… The positive results, however, have helped Alan get over his initial worries and he's had about six injections since that first one in 2003. "A lot of my friends are having hair transplants. Others spend a lot of money on skin care products," he says. "There's a real awareness of skin, hair, your whole body. I think the baby-boomer-generation mentality is playing a big part– all my friends are having a really hard time aging.

> Alan's initial Botox work caused him to re-evaluate the rest of his body, especially the extra pounds around his abs, flanks and lower back. in November 2004, he went back to Dr.Born for local-anesthetic liposuction in those areas. Alan noticed the difference almost immediately, but with the initial painkillers, swelling and bandaging, it was four to six weeks before he could start to be fully happy. "I look more fit and it gives me an edge – an edge you can't get naturally (past a certain age)," he says. "The task then is to maintain it. It's a misnomer to think that you can just let yourself go and then say that you'll fix it with lipo. The truth is, you have to watch yourself.

> "Self-esteem is obviously a complex issue. If someone's doing something for himself to make himself feel better, then his confidence and self-esteem are often vastly improved with even a fairly small procedure." (Born says)

> Born says that despite the exploding numbers involving cosmetic surgery, generally men tend to not talk very much about having work done. "Probably the last thing you want when you go to a party is for everyone to come over to talk about your new lips.