



# Plastic man- tastic

*Don't think that plastic surgery and grooming procedures are just for the ladies. Step up, boys, writes NATASHA GRANATH.*

TIRED of doing all the work in the beauty department yourself? Well, there's a guy I'd like you to meet. He's called the Studly Hubby.

A top Sydney plastic surgeon has coined the term to describe a new set coming into his surgery — men over 30 who are feeling the pressure to look good, and taking action.

They are mostly seeking a fix for their man boobs and flabby tummies.

The logic is, according to Dr Ben Norris, if their wives are having work done, why shouldn't they? Complexions even coming in together.

It is obvious there has been a shift in thinking among men. When playboy Hugh Hefner admits to a few nips and tucks to please his girlfriends, you know the tide has turned. No one wants to look like Burt Reynolds caught in a wind tunnel or the over-tightened David Gest, but celebrities are showing that it's OK not just to have work done, but to admit to it.

Men now make up about 15 to 20 per cent of plastic and cosmetic surgery patients in Australia — up from 5 per cent a decade ago. So what's behind it?

Norris says that it is now more acceptable and accessible. Men are spurred on by the growing visibility of celebrities doing things to look better.

And Norris should know — he's treated a few in his surgery and his business partner Dr

Warwick Nettle boasts three Oscar winners and two Golden Globe winners as patients (sadly, he is sworn to secrecy over names and procedures). TV shows such as *Nip/Tuck*, *Ten Years Younger* and *Extreme Makeover* are also leading the charge.

"We know particularly with older celebrities there is no hiding the fact they have had facelifts," Norris says. "If you look at Michael Douglas and Sylvester Stallone, there is no hiding it. And, if they've had a facelift, you can assume they have had other work done, too."

Men are mostly after nose jobs, man-boob reductions, liposculpture to the

chest and abdomen, eyelid surgery and occasionally pectoral implants.

He says the mix of treatments has also changed, with body contouring higher on the list.

"I've seen six or seven men who have had pectoral implants," he says. "That was unheard of five years ago except in the US but it is growing here, particularly in Sydney, where there is the male body-beautiful thing and a big gym culture. It is now more allowable, more acceptable that men look after themselves."

He says plastic surgery is now accepted among young singles and older married men. "Previously, you would have thought that most men seeing a cosmetic or plastic surgeon fitted into the gay population, but that is certainly not true anymore," he says.

Metrosexuals have embraced it, often because of time pressures. They want a quick fix.

Aussie celebs Paul Hogan and Bert Newton seem to be obvious trailblazers but as another top Sydney surgeon, Dr Mark Kohout, says, if a plastic surgery operation was done well, you shouldn't be able to notice it. Many older men are now having facelifts and eyelid surgery but the motives aren't always about looking attractive.

"Facial surgery is strongly biased towards executives, salespeople and professionals," he says. "They don't want to look like they are on the way out at work and give the young guy a better chance. It is about keeping competitive."

"There are also men looking for younger partners and they tend to go for facial implants, chin implants and cheek implants."

Australians are also picking up on non-invasive fat control measures Lipodissolve, which involves tiny injections, and Ultrashape, which uses ultrasound.

"There is a major trend towards non-surgical treatments," he says. "In the US for injectables, there has been an 800 per cent increase in 10 years."

"That will continue here, especially with the technologies such as intense light, lasers, radio frequency currents and fractional lasers for skin resurfacing."

Cosmetic Physicians Society of Australasia spokeswoman Dr Gabrielle Caswell says less-invasive cosmetic procedures are now so popular that about 25 per cent of Australia's working population is having them, increasingly men.

Footballers are reportedly taking up IPL (intense pulsed light) treatments and spray tans in record numbers and cosmetic companies are rushing to beat each other to capture the emerging market for men's "beauty products" (let's not call it make-up, please!).

Jane Iredale is one such company, recently introducing its first mineral line for men, called H/E, with five bronzing powders (from \$83 each, stockists: 1300 850 008) that provide good sun protection, even while exercising.

So, ladies — you can breathe a sigh of relief and not have to lock up your make-up bag or lie about procedures.

Boys are doing it for themselves.

Abs sailing... celeb images - like this one of real deal Robert Buckley - are enticing Aussie men to go under the knife. Photo: Snapper Media