

Male Cosmetic Procedures Are On A Rise Despite Inflation

COSMETIC TREATMENTS, DOCTOR'S TALK May 1, 2023 Haute Beauty



A few years ago, if you asked a man if they would consider a cosmetic procedure, the answer would likely be a quick and resounding "no." This is because of the long-standing belief that plastic surgery is only for women, creating a stigma that has persisted for years. However, times are changing, and we are now witnessing a shift in trends. Men are just as inclined to want to look and feel confident about their appearance as women are.

The **American Academy of Plastic and Reconstructive Surgery (AAFPRS)** has noticed a significant increase in the number of men seeking cosmetic procedures in recent years, and the proof is in the numbers. Most facial plastic surgeons experienced an increase in bookings and treatments, with 75% seeing a surge of over 10% in demand. Despite the challenging economic conditions brought about by inflation, men are still willing to invest in themselves.

Double board-certified facial plastic surgeon and Haute Beauty expert, **Dr. Sam Rizk, MD, FACS**, is recognized for his natural approach and precise surgical techniques. Dr. Rizk has observed a growing trend in cosmetic

procedures. He is often referred to as the "Doctor's Doctor" and has performed a range of facial procedures, including a deep plane facelift, eye lift, brow lift, rhinoplasty, and laser resurfacing on Dr. Larry Rosenthal.



Three years ago, he performed a comprehensive procedure on a 55-year-old male patient, which included a deep plane facelift, platysmaplasty to remove subplatysmal fat under the chin, and lower blepharoplasty to remove eye bags. This is just one of the many instances where Dr. Rizk has helped men achieve a more youthful appearance through facial rejuvenation procedures that are becoming increasingly popular.

In today's society, many people look to stay young for a boost of confidence. When men realized that cosmetic procedures can help them achieve their goals by enhancing their appearance and boosting their self-esteem, it suddenly became a no-brainer to fight against the stigma.

Men, if you are considering a cosmetic procedure, book a **consultation** with Dr. Rizk today to learn more about how he can help you achieve the youthful look you've been aiming for.