

How Male Plastic Surgery Is Becoming Mainstream

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Over the last few years, the number of men seeking surgery to refine and redefine their appearance has increased exponentially. A recent survey conducted by the American Academy of Facial Plastic and Reconstructive Surgery detailed that 44 percent of responding surgeons expect more men to have treatments and surgeries in the coming years.



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Several factors are driving this trend. First, shifting societal norms have significantly reduced the stigma around plastic surgery, making it more accepted than ever. A chiseled appearance, long associated with strength and vitality, remains a highly desirable trait for the modern man aiming to look his best. Second, the rise of social media and dating apps has placed an even greater emphasis on physical appearance, increasing the visibility and demand for male grooming and aesthetic enhancements. Lastly, the influence of celebrities cannot be overlooked. With their sharp jawlines, defined cheekbones, and symmetrical noses, Hollywood stars like Timothée Chalamet, Henry Cavill, and Michael B. Jordan have become modern icons of masculinity, inspiring countless men to seek similar features. As a result, my vertical facelift and **Piezo rhinoplasty** have emerged as two of the most popular procedures for men today.

The Vertical Facelift

This procedure completely redefines the contours of the face by—yes—vertically repositioning the skin and underlying structures. Unlike horizontal lifts, which often result in noticeable scarring and distorted facial features, my vertical approach minimizes incisions and completely avoids the stretched appearance around the mouth and eyes. I'm able to lift both the skin and the Superficial Musculo Aponeurotic System (SMAS) together as a single unit, which results in a seamless blending of the facial tissues. Ultimately, the cheekbones and jawline appear sharper, the neck is tighter, and the jowls are significantly lifted. And, because I've developed an innovative technique that relies on tissue glue as opposed to post-operative drains, my patients are back to their everyday lives in just a week.

The Piezo Rhinoplasty

This technique has completely redefined the traditional approach to nose reshaping, however only a small number of surgeons can claim proficiency—and I'm one of them. Unlike conventional methods that rely on rasps and knives, the Piezo rhinoplasty uses the power of gentle sound vibrations to sculpt and refine the bones and cartilage of the nose. This allows us to make subtle, precise enhancements that result in natural-looking results and true facial harmony. And, because a gentler approach minimizes trauma to the surrounding tissues, the recovery time is truly unparalleled.

All this said, my goal as a surgeon isn't to chase trends or help patients mimic A-listers. Far from it. My focus has always been on delivering subtle, natural enhancements that restore confidence by helping patients become the best version of themselves. For men, this often means refining the neck and jawline or narrowing the nose—small adjustments that make a big difference. When I can align a patient's outward appearance with their inner self-image in a way that feels authentic and nuanced, I know I've done my job.