The Male Patient in Aesthetic Medicine
The Male Patient in Aesthetic Medicine

Mauricio de Maio • Berthold Rzany

Springer
Over the last 100 years, life expectancy in Europe has increased by 25-30 years. What used to be old age has now become middle age. Not only do people live to a greater age but they feel younger for longer. If you feel younger, it is natural to want to look younger. People who feel young do not want to be perceived as old. Given the enormous advances in rejuvenation techniques, it is natural that men should now be following women in wishing to take advantage of the opportunity to look well and less ravaged by time and sun. Male rejuvenation has now come of age.

Mauricio de Maio and Berthold Rzany’s “The Male Patient in Aesthetic Medicine” is comprehensive, informative and authoritative. They describe the full range of male dermatological aesthetics. They do so at a moment when interest in this particular area is growing as men begin to catch up with women. The text is enriched by excellent photographs, helpful do’s and don’ts sections and key pointers. Up to the minute and well researched references ensure that the authors’ statements are, wherever possible, evidence based.

Of course, there are many similarities and some differences between men and women. One intriguing difference is highlighted in the section on fillers, where the authors emphasise the importance of never letting male patients feel pain during aesthetic procedures as any negative experience may lead the male patient to discontinue facial treatments. Women are more hardy than men or at least more prepared to put up with discomfort in the pursuit of their aesthetic goal.

This excellent text book will assist immensely physicians and surgeons working in this field.

April 2009

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It is truly an honor for me to write this foreword to The Male Patient in Aesthetic Medicine. The authors Dr. Mauricio de Maio and Dr. Berthold Rzany are truly experts in the field. Having published extensively on aesthetic medicine, they bring perspectives from two continents. The text has been written with the view of dual specialties, dermatology and plastic surgery, with each bringing unique approaches.

Male patients are being seen in increasing numbers by aesthetic physicians. Men seek treatment often due to a simple desire to improve their appearance. This may reflect the fact that they have experienced facial changes related to aging or photoaging. It may result from the fact that society in general is becoming more aesthetically oriented. Many other men seek aesthetic improvements to keep a young and vital appearance while being active in the workforce. We all have patients whose cosmetic improvement has helped maximize their retention within a company or increased employment opportunities.

This text is a practical approach. It applies the science and art of aesthetics specifically to the male patient. The authors share practical, up-to-date tips which physicians can use in their day-to-day treatment of men. This text is a superb condensation of the approaches many of us are currently using. This text is suitable for practitioners in a busy clinic, the advanced practitioner, or physicians beginning to enter the aesthetic medicine arena.

The subjects that the authors have included are comprehensive. They have reviewed the aesthetics of the male face. It is important for the treating physician to understand how the male aesthetic is different from the female. Often, uneducated physicians may in error apply a female aesthetic to a male patient, which results in an undesirable appearance. Arched eyebrows seen in a man or a feminine lip on a male face often looks odd. The authors have discussed patient selection as applied to the male patient. Because there are fewer male patients seen than female, one must be careful in selecting the proper male patient. The topics of toxins and fillers have been eloquently discussed. Skin care and resurfacing are well developed. The authors end with a discussion on scalpel surgery in males as well a valuable discussion on the undesirable result.

Aesthetic surgery is a field exhibiting remarkably rapid growth. The specialty of aesthetic medicine has had its roots firmly grounded in the care of the patient who wants to look “a little better,” but its branches are now raised high with good, sound, basic research being applied. Because of the cooperative and collaborative relationships which
are growing among core specialists in the aesthetic field, aesthetic medicine is advancing exponentially. The two authors of this text have worked together to provide a knowledgeable and practical approach to the male patient in aesthetic medicine.

April 2009

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Men are different from women in many ways. Male aesthetics are different from female aesthetics. Most readers would agree with this statement. However, as the majority of our patients are still female, even cosmetic physicians may tend to treat their male patients like female patients. This can lead to dissatisfaction of the patient and consequently of the cosmetic physician.

As the demand for aesthetic procedures in male patients is rising, there is a need for good textbooks on this subject. The aim of this book is to explain the specificities of the ageing process and facial aesthetics in men and to present the treatments available. In addition, common skin conditions and diseases that also influence the male aesthetic appearance will be discussed.

The book written from the perspectives of a plastic surgeon and a dermatologist should enable us to treat our male patients better, and by that increase the satisfaction of our patients and, last not least, our satisfaction as the treating physicians.

Sao Paulo
Berlin
December 2008

Mauricio de Maio
Berthold Rzany
Like our first two books, this book would not have been possible without the work of many others. Specifically, our thanks go to our patients who helped us to be where we are now, especially those who contributed their photographs for this book.

For the German team:

We thank Mr. Frank Bachmann for his help on the content and format of this book; especially, for helping us in building the background chapters on ageing. We thank Mr. Tobias Gottermeier, again, for the excellent photographs and the graphic work. Last not least, we thank Martin Hussain who had the tedious task of formatting the book.

For the Brazilian team:

Our thanks to Mr. Helvio Piva, Mrs. Liliann Cristina Amoroso, Dr. Celso Peralini, and Ms. Ivy Ofenbock Magri for helping with the updated references of male patients’ treatments, and especially, the clinical assistants Ms. Amanda Rocha Ribeiro Cruz, Ms. Carla Roberta Batista, Ms. Daniele Ferreira de Souza, Ms. Elaine Aguinalda da Silva, and Ms. Patricia Aquino, who have a wonderful careful way with my patients.

For Springer:

We also thank Mrs. Marion Philipp and Mrs. Ellen Blasig, who encouraged us with the project and helped us to make the book just like it is.
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<table>
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<td>AGA</td>
<td>Androgenetic alopecia</td>
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<td>AHA</td>
<td>Alpha hydroxy acid</td>
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<td>BDD</td>
<td>Body dysmorphic disorder</td>
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<td>BMI</td>
<td>Body mass index</td>
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<td>BoNT-A</td>
<td>Botulinum toxin A</td>
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<td>COX</td>
<td>Cyclooxygenase</td>
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<td>Er</td>
<td>Erbium</td>
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<tr>
<td>FAQs</td>
<td>Frequently asked questions</td>
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<td>FXCO2</td>
<td>Fractional CO₂</td>
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<td>Hyaluronic acid</td>
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<td>HgB</td>
<td>Hemoglobin</td>
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<tr>
<td>IPL</td>
<td>Intense pulse light</td>
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<td>IR (laser)</td>
<td>Infrared</td>
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<td>Potassium titanium oxide phosphate laser</td>
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<td>Laser enabled system status</td>
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<td>MMP</td>
<td>Matrix metalloproteases</td>
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<td>PDL laser</td>
<td>Pulse dye laser</td>
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<td>PMMA</td>
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<td>RCT</td>
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<td>ROS</td>
<td>Reactive oxygen species</td>
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<tr>
<td>TCA</td>
<td>Trichloroacetic acid</td>
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<tr>
<td>TGF</td>
<td>Transforming growth factor</td>
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<tr>
<td>YAG</td>
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