

TOWN&COUNTRY

Powerful Men are Getting Cosmetic Procedures for One Very Specific Reason

It's about more than just vanity.



by **JOLENE EDGAR** MAR 30, 2017



Whether we're talking nip-tuck trends with plastic surgeons or injectable news with dermatologists, lately, it seems, all our conversations meander to men—how they're bumping up cosmetic procedure tallies and changing treatment demographics; the tweaks they're devoted to, and how they handle the downtime.

Current data from the [American Society for Aesthetic Plastic Surgery](#) backs the boom, showing that men had more than 1.2 million cosmetic procedures done in 2015—that's a 325 percent jump from 1997 when the organization first began surveying surgeons.

SUN DAMAGE

"Men want their skin to look healthier, not so much younger, especially the avid sailors, golfers, and travelers who've accrued years of sun damage," says Chapas. "It really is about the quality of their skin tone," adds New York City dermatologist [Paul Jarrod Frank](#). "What makes a man look youthful is clear skin—not the dull, gray, tired pallor that comes from sun damage."



YEARS OF SUN DAMAGE CAN LEAD TO A DULL, GRAY COMPLEXION.

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