

6 Body + Soul

Men and cosmetic surgery: why Robbie is not alone

More British men are getting Botox, fillers, and eyelifts (now the most popular procedure). [Alice Hart-Davis](#) reports

When a man as high-profile as Robbie Williams admits to having Botox and fillers and “something done to my chin”, as he explained at an awards ceremony last week, you know that the stigma that has shrouded cosmetic procedures in secrecy is beginning to soften.

Admittedly Williams lives in celeb-land in Los Angeles, where plenty of men have serious facial plastic surgery, and Botox and fillers are entry-level stuff. Simon Cowell once remarked dismissively that having Botox was like brushing your teeth; the effect is temporary.

Even in the UK men are increasingly curious about how cosmetic procedures can help them. The ratio is one man to every four women (25 per cent) for non-surgical procedures such as Botox, fat-freezing and laser hair removal, and fewer than one to every ten (9 per cent) for surgeries such as eyelifts and male breast reduction.

It's almost impossible to say exactly how many men are having non-surgical procedures, but doctors have reported a dramatic increase in recent years. For example, the Harley Medical Group says the number of British men having Botox at its clinics has risen by

27 per cent over the past five years. They say that facial fillers are almost as popular as Botox, while fat-freezing — a non-surgical way of reducing love handles and spare tyres — is fast catching up.

Upper eyelifts, or blepharoplasty, are the most popular surgical procedure for men, according to the most recent statistics from the British Association of Aesthetic Plastic Surgeons. If done carefully, they can dispense with hoods of skin on upper eyelids or puffy lower eyebags without leaving a giveaway over-taut look.

The best eye surgeons, such as Mr Naresh Joshi (eyelifts from £3,500, find him at the Cromwell Hospital in London — he's too discreet to have a website), know how to redrape the fat around the eyes for subtle, realistic results.

Botox is not just for faces either — clinics such as Waterhouse Young say they have many young men who work in the City seeking Botox injections to reduce excessive sweating (armpit Botox £600, [waterhouse-young.co.uk](#)).

Then there are hair transplants for restoring receding hairlines, or even scraggy eyebrows, to their former glory. Michael May is one of the best in the business and treatments at the Wimpole Clinic ([wimpoleclinic.com](#)) start from £1,999 for beards and eyebrow transplants, and £2,999 for hair transplants. Then there's



Hair transplant
from £2,999

Botox
from £250

Eye lifts
from £3,500

Moobs reduction
from £5,300

Armpit botox
from £600

Permanent hair reduction
from £100



Robbie Williams

the opposite problem. Men want hair-free backs, chests, shoulders and upper arms, says Dr David Jack, who has clinics in Harley Street and Edinburgh. Permanent hair reduction (from £100, depending on the extent of the area, [drdavidjack.com](#)) involves several sessions with a laser uncomfortable, but not intolerable).

It is much joked about, but gynaecomastia, or male breast enlargement, is a condition that dieting and exercise won't cure because it takes surgery to remove the expanded breast gland, as well as the excess fat around it.

So “moob” reduction is not a quick fix, nor cheap at about £5,300, but the cosmet-

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Botox for men at one clinic has risen by 27 per cent in five years

ic surgeon Dr Alex Karidis says that it is the most popular procedure in his repertoire this year.

“There is increasing pressure on both sexes to look their best,” says Dr Tapan Patel, one of London's leading cosmetic dermatologists. “The availability of the treatments added to the ease of undergoing them is a big advantage.”

“It's more about wellness than anti-ageing,” says Dr Geoff Mullan, of Mediceutics. “We see a lot of fit, triathlon-obsessed cycling fanatics who have volume loss in the face, which really ages them. We can take away that hollow look and help men look less tired.”

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