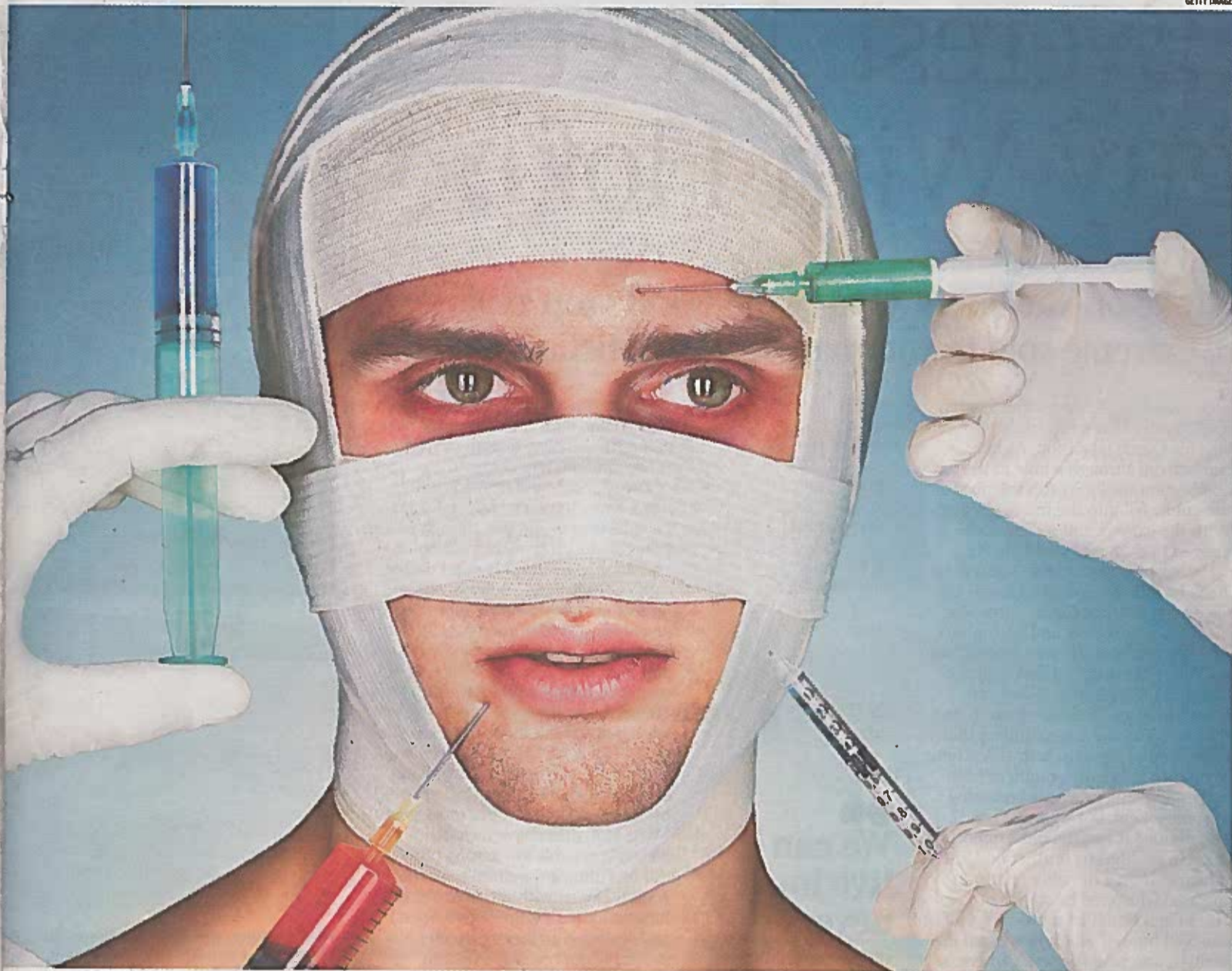


men do have cosmetic surgery



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Alex Karidis, a leading cosmetic surgeon based in St John's Wood, London, does an awful lot of moob-reduction (from £5,500, karidis.co.uk); that makes it sound like a joke, but serious, surgical gynaecomastia was his top procedure last year. He does a lot of eyelid lifts too. "Looking tired affects you psychologically, and if you're looking for a new job or a new partner, these things are important," Karidis says. "A lot of guys are on their second marriage, they have a young family and they don't want to look like granddad at the school gates."

Men want to get something done and then not have to do it again. Geoff Mullan, a cosmetic surgeon who runs the Medicetics clinic, says his chaps are big on minor skin surgery, such as lasering to get rid of redness on the nose. "They couldn't care less about the brown age spots, but they can't stand having a red nose, because then people think they're big drinkers, even if they're not," he says. Mullan also re-volumises the faces of exercise obsessives who have driven their body-fat percentages down to single figures, and then find that they look gaunt. He uses fat taken from knee rolls ("it's more resilient") to pad out cheeks (from £2,000, medicetics.com).

Chin shaping is getting bigger too. The maxfac — maxillofacial surgeons — do it with implants, and the cosmetic doctor Dr Tapan Patel (phclinic.com, fillers from £800) is finding that his male patients are increasingly asking for chin and jawline fillers to make them look more masculine. "I think men are more aware of ideals of male beauty," Patel says, "and there are studies that show a strong chin correlates with a perception of trust and power."

Getting rid of the fat under the chin is a preoccupation too. "Men are into CoolSculpting for that," says Dr Tracy Mountford. It costs from £800 a go to suck up and freeze sections of "grabbable" fat, and up to 40 per cent of the frozen fat dies off and vanishes over the three months after the treatment (cosmeticskinclinic.com).

For men, she often combines fat freezing with skin-tightening Ultherapy (from £3,000), which has a reputation for being painful. Mountford says it's a complete fallacy that men are wimps when it comes to procedures. "I'd like to dispel that myth," she says. "If they're committed to the treatment, they'll put up with whatever it involves."

Are men getting braver about surgery? "Absolutely," says Dr Bernard Hayot, a French facial-rejuvenation specialist who has just opened a new clinic, Epilium & Skin, in London. Of his clientele, 30 per cent are male, and come mostly to get their eye bags fixed (from £15,000, epilium.co.uk).

"My technique is a good one, because there is no scar on the lower lids, because I remove the eye bags using a laser, from inside the eyelid." He takes a scalpel to the upper lids and then fills in the areas around the eye that are looking hollow with a solution of a patient's finely filtered fat. "Men don't want visible scars, and they can't use make-up, so the work has to be very discreet."

considered in the past. I started losing my hair in my late teens, and for a year or so plastered my head with hair-thickening products. When they failed to stem the tide, I looked into alternative remedies and was bewildered by how many options there seemed to be. For instance, a Swiss farmer called Gerhardt Flit believed that bat milk stimulated hair growth and developed a technique for milking bats. He made a fortune selling the miracle cream by the ounce. Other "cures" include earwax, spiders' webs and boiled mole flesh. None was particularly inspiring.

A hair transplant, by contrast, actually works — sort of. The problem, as Wayne Rooney discovered, is that it rarely produces the luxuriant coverage promised in the adverts. On the contrary, it usually looks as though a blind Astroturf installer has gone to work on your noggin with a staple gun. "Patchy" doesn't quite do it justice. The plugs are usually arranged in an unnatural

“**Thanks to Botox my eyebrows were frozen in polite interest**”

semicircular pattern, making it clear to all the world that you've had a "procedure". If that is Clunes's "secret", we'll soon know all about it.

I concluded that I'd be better regarding my premature hair loss as a blessing, rather than a curse. I spent many a long hour in my twenties totting up the money I was saving on haircuts, shampoo and conditioner. I also tried to convince myself that women prefer bald men to the hirsute variety — and Bruce Willis in the *Die Hard* films became a hero. I felt personally betrayed when he wore a wig in *Surrogates*, a 2009 sci-fi film.

My only toe in the water was getting Botox in the early Nineties, and that was for a newspaper article — honest! The hardest thing was not being able to frown to convey scepticism. At dinner parties, when other guests talked about astrology or alternative medicine, I would try to screw up my face to signal withering disdain, only for them to carry on talking even more enthusiastically. Thanks to the Botox my eyebrows were frozen in an expression of polite interest.

Never again, obviously. Apart from the nondeductible expense, there's something so unmanly about cosmetic surgery. *Men Behaving Badly* indeed! Pull yourself together, Clunes. Like me, no one ever hired you for your good looks.

Below: Martin Clunes



Men and the price of perfection

By Alice Hart-Davis

"Ach," you'll be thinking after reading about Martin Clunes, "real men don't do cosmetic stuff!" Well, here's the news: increasingly they do, and you may be surprised at what they're getting up to. Over the past decade the number of men having cosmetic surgery — as opposed to the quicker, cheaper, less-invasive, non-surgical stuff such as Botox and fillers — has risen by 75 per cent, according to Rajiv Grover, one of London's most eminent cosmetic surgeons and a former president of the British Association of Aesthetic Plastic Surgeons.

"No 1: eyelid surgery. No 2: rhinoplasty — nose reduction," he says, ticking off the procedures that men prefer. "No 3: liposuction, both around the waist and under the jaw, though male breast reduction is getting popular now..."