

## Men and Plastic Surgery: The Stats

Written by Nadine Toren

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[Television personality](#) and AZfoothills.com columnist [Nadine Toren](#) is scouring the area, finding savvy Valley features, bringing readers “on the scene.” Every day she’ll introduce you to [celebrities](#), [athletes](#), and give you an inside look into local events and hot spots. She’ll touch on topical issues, and keep AZ fans posted on all the big talkers [around town](#).



It's not just for ladies; in fact, the numbers are in and more men are hopping on the surgical bandwagon. Check out what procedures guys like best...

\$10,677,415,674. That's the amount of money Americans spent on cosmetic work in 2010, according to the American Society for Aesthetic Plastic Surgery (ASAPS).

Yep, it's obviously a booming biz.

Of course, when many of us think of plastic surgery, our mind goes to breast implants and nose jobs. In fact, more than 300,000 people got breast surgeries last year, and over 130,000 opted for a re-vamped nose. And yes, most of those make-over seekers are ladies—the ASAPS found that 91% of cosmetic surgeries performed in 2010 were on women.

However, men seem to be jumping on the surgical bandwagon.

It seems more and more males are turning to a little nip-and-tuck to better their appearance and boost their self-esteem. (Note: Spanx now caters to our male counterparts.) Get this--last year alone, the ASAPS reported more than 750,000 guys turned to plastic surgery. And in the last 10 years, the number of men who've opted for such procedures has jumped 45%.

Here's why.

Some doctors say aesthetic and cosmetic work are now the norm, especially because non-invasive and “easy” procedures have become quite common. In addition, it's not as pricey as past years, and financing is often available.

So what are the most attractive procedures to men? Well, according to ASAPS, they include: Lipoplasty (fat removal), Rhinoplasty (for your nose), Blepharoplasty (for your eyelids), Gynecomastia (breast reduction), and Otoplasty (for your ears). The most expensive of the bunch is typically the Rhinoplasty, averaging \$4,314.

But not all guys are going under the knife. Consider this: minimally-invasive procedures among men is a growing trend.

ASAPS says many males are getting Botox; in fact, over 225,000 guys got it done last year. In addition, guys are loving laser hair removal, hyaluronic acid, laser skin resurfacing, and IPL Laser treatment, which reduces red spots, sun spots, vein visibility, and scars. And you guessed it—the priciest of the procedures is laser skin resurfacing, averaging about \$1,000.

So here's the breakdown.

According to ASAPS, only 2.1% of guys 18 and under are opting for these types of procedures, but that skyrockets to 29% for men between 19-34. However, 41.1% of guys get stuff done between age 35-50, and that dwindles to 22.7% for 51-64-year olds, and to 5.2% for those 65+.

And for your final surgical statistic, the battle of sexes among members of the ASAPS.

The society was founded in 1967, launching with 184 members. Today, there are more than 2,000 members—1.35% of them, being women.

For more information, visit: [www.surgery.org](http://www.surgery.org).

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