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WHERE THE EXCHANGE ON AESTHETIC PERSPECTIVE BEGINS

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"In the last 18 months, my practice went from 10 percent men to 53 percent men," John A. Millard, M.D., a plastic surgeon in private practice in Lone Tree, Colo., tells *Cosmetic Surgery Times*. "Men are interested in cosmetic surgery, but many times they wouldn't take the next step due to stigma or [fear of] being judged. Now, there are procedures that are swaying men toward cosmetic surgery that have grabbed their attention because they are more acceptable."

FROM 'DEBULKING' TO SCULPTING It isn't merely the messaging regarding plastic surgery, but rather the procedures and their results that are luring the male patient, according to Dr. Millard. The procedure that he finds most responsible for his new patient demographic is high-definition liposculpture. Developed by Columbian plastic surgeon Alfredo Hoyos, M.D., high-definition liposculpture creates a sculpted, athletic appearance by improving the contours of subcutaneous fat and the definition of the underlying musculature.

"This is the procedure that draws men toward cosmetic surgery," says Dr. Millard. "A big part of it is that most people cannot become muscular and defined just by going to the gym. Now we have a procedure that allows them to achieve these results and still eat a steak. I've completed over 100 high-def liposculptures in the last year and the results have been phenomenal."

While liposuction was once reserved for overweight patients, high-definition liposculpture is liposuction for physically fit and thin people, as well as the nonobese patient, explains Dr. Millard. By using precise, deep and superficial liposuction around muscle groups in the abdomen and the chest using ultrasound-assisted lipoplasty (Vaser LipoSelection; Sound Surgical Technologies LLC, Louisville, Colo.), the procedure allows the surgeon to target specific fat layers and selectively liquefy that fat, achieving the desired sculpted appearance of the muscles without damaging connective tissue. "About 95 percent of our [high-definition liposculpture] patients maintain their results because they are already exercising and have nutritional goals, while only 50 percent of the traditional liposuction patients maintain their results," he notes. "The interesting point is that once men have this high-definition procedure, it opens up Pandora's Box leading them to ask for a myriad of other cosmetic procedures."



Dr. Pereira

CAPITALIZING ON THE CHEST "Men have vanity, too, but in the past, they had to disguise it," agrees Luiz Haroldo Pereira, M.D., a plastic surgeon in a private practice, The Haroldo

Clinic, in Rio de Janeiro, Brazil. "Now, there's no need. People are more open-minded. In the last five years, I've seen an increase in plastic surgery for men in Brazil."

In addition to seeking ripped abs through cosmetic surgery, he says, many men are reaching for the look of physical perfection by way of well-defined pectoral muscles. When weight lifting and exercise provide insufficient definition, pectoral implants as a means to the perfect chest are an aesthetic option growing in popularity. With a 99 percent increase in pectoral implant procedures performed from 2005 to 2006 according to the American Society of Plastic Surgeons, this procedure is being performed not only in the United States, but abroad as well.



Some cosmetic surgeons believe that intramuscular, submuscular and subcutaneous fat transfer for pectoralis augmentation provides a more natural-appearing outcome and is an alternative to sub-pectoral implants. Illustration credit: John A. Millard, M.D.

"The technique we use for pectoral muscle implants results in significant enhancement of the chest contour, a success that is also due to the kind of implant I use," explains Dr. Pereira. "In Brazil, the silicon gel is softer [than what is used in the United States], allowing us to insert the pectoral implant through a small incision."

In a recently published study, Dr. Pereira and his colleagues, Drs. Picanco, Sabatovich, and Santana, presented their four-year experience with the pectoral muscle implant in 16 patients. Their approach employs a rectangular-shaped implant made of silicone gel in various sizes — 190 ml, 230 ml, and 300 ml. The implant size is selected based on the patient's height, weight and exercise habits. Dissection is performed in a submuscular plane (of the major pectoral muscle). Then the implant is inserted via an S-shaped incision 5 cm to 7 cm in length on the axillary sulcus, explains Dr. Pereira. Their study yielded satisfying results with no major complications.

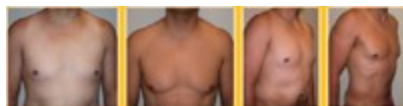
"The number of this type of pectoral implant [procedure] is rising, and other Brazilian surgeons are beginning to use this technique," Dr. Pereira notes, adding that, to date, the procedure is performed in the hospital. "Our technique is evolving and improving day by day," he concludes.



41-year-old male patient before and three months after high-definition liposculpture and pectoralis fat transfer. All photos credit: John A. Millard, M.D.

PECS, REV 2 While the pectoral implant has gained worldwide advocates among cosmetic surgeons, Dr. Millard contends that the combination of pectoral sculpting techniques and intramuscular fat transplantation is a superior approach to pectoral enhancement — an approach referred to as Vaser high-definition pectoral sculpting,

"What we do with fat, others do with [pectoral] implants," Dr. Millard says. "Our approach looks much more natural and is achieved through a 3-mm incision. With a pectoral augmentation, you're inflating contour that is already there. I've never seen a pectoral implant that doesn't look a little like a breast augmentation."



44-year-old male patient before and three months after high-definition liposculpture and pectoralis fat transfer.

To achieve this natural approach to pectoral augmentation, Dr. Millard performs liposuction as a three-phase procedure involving infiltration of tumescent solution, extraction (blending

deep, intermediate, and superficial fat removal) followed by multilayer fat grafting in the pectoral area. From 80 cc to 200 cc of fat is injected into the pectoral muscles both medially and inferiorly, giving the surgeon much more precise control of contour, according to Dr. Millard.

MANLY WAYS Whether it's pectoral implants or high-definition liposculpture, the male patient is proving to be an eager participant. Yet, just as the types of procedures they request differ from the female demographic, so does their patient profile.

"Women continue to be more demanding than men," claims Dr. Pereira. "And, it's easier for men to make the decision to undergo plastic surgery because they don't need the financial support of their wives in order to make the decision. In some cases, the men come with their wives and I end up operating on both."

"Men are easier to deal with," Dr. Millard agrees. "While they're less compliant [following surgery], they're easier because they're less picky. They tend to sign up [for surgery] sooner, ask fewer questions about price, and they tend to want to get it done and move on."

Once they experience the results of a procedure such as high-definition liposculpture, many men readily request Botox injections and facelifts, according to Dr. Millard.

"When we can do the things that we're doing by giving men this type of definition through body sculpting, we've opened up a whole new group of patients," he says. "My practice has grown five times [as large] in the last two years, and I see this trend as only increasing across the country."

Reference

Pereira LH, et al. Pectoral muscle implant: approach and procedure. *Aesthetic Plast Surg.* 2006;30:412-416.

For more information

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