

BREAKING THE *stigma*

Two patients attest that plastic surgery is not reserved for women.

AS TOLD TO JANINE OLIVEIRA

CASE STUDY 1

NAME: Paul
PROCEDURE: A chin augmentation using a chin implant
PERFORMED BY:
Dr. Jerome Edelstein

ELEVATE What made you decide to visit Dr. Edelstein?

PAUL: Since my 20s, I'd been dissatisfied with my chin. It was quite recessed and it bothered me. It was like Mother Nature only finished half the job. On and off over the years, I had toyed with the idea of having it fixed. Finally, as I was approaching my 50th birthday, I decided that if I was ever going to do something about it, now was the time.

ELEVATE Did you feel any stigma around receiving plastic surgery as a man?

PAUL: No. I did a lot of research about chin implants ahead of time and it was evident that an increasing number of men are having plastic surgery. For me, I was more self-conscious about having surgery that some people view as self-indulgent.

ELEVATE Why did you pick Dr. Edelstein?

PAUL: I chose him because I had complete confidence in his ability to enhance my chin in a natural-looking way. He is a fully certified plastic surgeon, head of the Division of Plastic Surgery at the Humber River Regional Hospital, and has many, many years of experience. I was completely comfortable with him and knew he could give me the result I wanted. He's a gifted surgeon in the art and science of plastic surgery.

ELEVATE How do you feel about your results?

PAUL: I'm very happy with the results. I joke with Dr. Edelstein that I now have a Cary Grant chin. He finished what Mother Nature started.

ELEVATE What message do you want to send men that may be feeling apprehensive about plastic surgery because of their sex?

PAUL: I think it's understandable for guys to feel apprehensive about plastic

surgery. I'd even say it's a natural part of the process. But I'd also say that if something about your appearance is bothering you, then take control and do something about it. There's nothing wrong with or unmasculine about wanting to look and feel your best.

ASK THE DOCTOR

**Dr. Jerome Edelstein, MD, FRCS
 Edelstein Cosmetic
 edelsteincosmetic.com**

ELEVATE What concerns did your patient have during his consultation with you?

DR. EDELSTEIN: He felt he had a weak chin.

ELEVATE What does the procedure involve?

DR. EDELSTEIN: It is an outpatient procedure performed under general anaesthesia. A small incision is made under the chin (or it can be made inside the mouth), a space is created for the chin implant over the chin bone, the implant

is inserted, and it is either sutured in place or a screw can be used to hold the implant in place. This procedure takes about 45 minutes.

ELEVATE Why was this patient an ideal candidate for the procedure?

DR. EDELSTEIN: He did not have the proper protrusion of his chin. The implant helped immensely.

ELEVATE How popular is this procedure among male patients?

DR. EDELSTEIN: This is an extremely popular procedure for male patients, as a properly protruded chin is a masculine appearance. It can be performed alone, or in conjunction with a nose job.

ELEVATE Do you feel there's a stigma behind plastic surgery for men?

DR. EDELSTEIN: I have a lot of male patients, and while they like to be private about having plastic surgery, they are extremely enthusiastic about the procedures they have done. The most common procedures I perform among men are male breast reductions, liposuctions, tummy-tucks, nose jobs, chin implants and eyelid surgery. ▶



Before



After



Before



After

PHOTO: THINKSTOCK



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ELEVATE *case studies*

CASE STUDY 2

NAME: Undisclosed
PROCEDURE: Traditional neck lift and laser-assisted liposuction
PERFORMED BY: Dr. Sean Rice

ELEVATE What made you decide to visit a plastic surgeon?

PATIENT: I wanted to see if they could do anything about the flap under my chin. My father has the same chin and I could see his getting worse and worse and I thought, "That's going to be me, I know it."

ELEVATE Did you feel any stigma around receiving plastic surgery as a man?

PATIENT: No, but I still feel like I have to keep it a secret. If people find out that you've had a procedure done, they're going to think you've cheated and that anyone could do that. Knowing what I know as a physician, there are parts of your body you can't change with any type of exercise and diet. It's probably more common for women to tell each other, but I preferred to keep it secret and I felt I had to hide from the world during my recovery. There's a stigma behind it, like performance-enhancing drugs, that it's a form of cheating.

ELEVATE Why did you pick Dr. Rice?

PATIENT: I knew him through my work with the hospital and he had this unique procedure that other surgeons weren't using, so I thought I would try him and it worked well.

ELEVATE How do you feel about your results?

PATIENT: I'm very happy with them.

ELEVATE What message do you want to send men that may be feeling apprehensive about plastic surgery because of their gender?

PATIENT: Men are having plastic surgery and a lot of it. It's more of an underworld, and men are just embarrassed to talk about it. Don't worry about what other people think about you; it's what you think about yourself that matters. If there's a procedure that you feel is going to help your overall ability to get through life, then do it. Ensure that your expectations are not out of whack with what can be offered. You have to pick the procedure based on your needs because it makes no difference to your overall health. You are the same unhealthy person that you started off as. It does, however, help your self-esteem and how you generally feel, but nothing ever replaces good diet and exercise.

ASK THE DOCTOR

Dr. Sean Rice, MSc, MD, FRCSC
Rice Cosmetic Surgery, doctorseanrice.com

ELEVATE What concerns did your patient have during his consultation with you?

DR. RICE: He was concerned with his neck. He wanted something that was non-invasive with minimal downtime yet good results. He did not want the scars associated with a neck lift.

ELEVATE What does the procedure involve?

DR. RICE: Performed under local anaesthetic in about 45 minutes, a small incision is made under the chin and each earlobe. Local anaesthetic (tumescent solution) is then infiltrated into the neck. The laser is used to melt the fat and tighten the skin. As the laser melts the fat, it also tightens small blood vessels, so there is less bruising compared to traditional liposuction. Also, traditional liposuction has no skin-tightening effect.

ELEVATE Why was this patient an ideal candidate for the procedure?

DR. RICE: An ideal candidate is someone with good skin quality, who does not need the platysma muscle tightened and is realistic with their expectations.

ELEVATE How popular is this procedure among male patients?

DR. RICE: This is one of the most popular procedures we perform on men.

ELEVATE Do you feel there's a stigma around plastic surgery for men?

DR. RICE: The stigma surrounding men and plastic surgery is slowly subsiding. I believe a great reason is the new, less invasive procedures, such as the one performed here. The results are excellent. There is no scar associated with a traditional neck lift that can be hard for men to hide based on their hairline. With no scars, your friends don't have a clue you had a procedure performed. ☺



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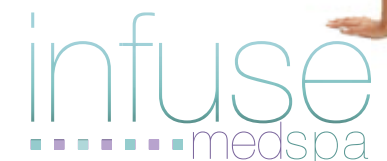
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