



PHOTOS: THINKSTOCK

# FACE OFF

Are we more critical of men who want to freshen up their face?

BY HINA P. ANSARI

We all want to look our best—it's natural. Whether it's sprucing up the wardrobe, rejigging a beauty treatment or embracing a new fitness regimen, we do it for ourselves, for our boss, for our boyfriend (don't deny it, we all have) or for that dream job that we have firmly placed on our vision boards.

The same goes for freshening up our looks. With the technological advancements in the enhancement arena, giving your face an upgrade can be done as quickly as a lunch break. You can go for quick hits of Botox here and some fillers there, or just go all in and under the knife for in-depth rejuvenation followed by a medi-spa recovery time. It's all good. It's available to us and nowadays it's really no big deal.

Women have dominated this specific realm of cosmetic enhancements. For years we have scrutinized our favourite starlets, wondering if their ageless look is due to good genes, a good juicing routine or a good doctor. From the soccer mom to the society doyenne, exploring ways to get a "lift" when the time is right is seen as the suitable entry into the next chapter of one's life.

Just as many who have had excellent work done, undetectable without the aid of a crack forensics team, there are those whose work is clearly evident. Whether it's due to an over eager doctor or the patient's sheer blindness to the (numerous) procedures she has done, we've seen it all: the bee-sting lips, the frozen eyebrows and the too-taut hairline.

And when they do make our heads turn, there's the initial shock and awe moment: "Why did she do that?" This is predictably followed by hesitating acceptance. Just as quickly as it appears on our radar, it disappears as we swipe on to the next page, click on to the next link, scan the next Facebook update or read the next email.

## THE MANLY DOUBLE STANDARD

Then it happens. Well, to me at least. I spotted Mickey Rourke promote his film *Sin City 2* on *The Tonight Show With Jimmy Fallon*, I couldn't quite grasp what was happening to his face. It wasn't *The Wrestler* face that I had become accustomed to (and yes that too, took a while to get used to since I'm from the *9 1/2 Weeks* generation); there was something more and I couldn't shake it. Then, while watching *The Expendables 2*, the same uneasy feeling washed over me when I saw the absence of ruggedness from Chuck Norris' visage. All I saw behind his beard was a very smooth face. The shock and awe stayed. I kept thinking about these gents' faces long after the credits rolled. And then there's Bruce Jenner. I'll leave that with you to ponder.

Which got me to thinking, could it be that I am more critical when I see men revitalizing their looks? Were they not worthy of somewhat of a pass, the same pass I generously give to their on-screen female counterparts?

# 200%

INCREASE IN MEN WANTING ENHANCEMENTS OVER THE PAST SEVEN TO EIGHT YEARS.

THE HARD DATA

First of all, it's the numbers. According to plastic surgeon Dr. Kunaal Jindal, MD, FRCS, from Toronto's Edelstein Cosmetic, men "count for 10 per cent" of overall patients going for cosmetic surgery. Because of the sheer fact that very few men do it, the obvious worked-on faces stand out more. To Dr. Jindal, the critical eye does make sense as "the numbers are low" for men who opt for such procedures. However, he quickly pointed out that in the past seven to eight years, there has been a jaw-dropping "200 per cent" increase in men wanting enhancements. Yes, that's 200 per cent.

The reasons for men wanting to cosmetically go there? They also feel the pressure to look good in a visually driven society. Sound familiar? Dr. Julie Kolzet, PhD, a Manhattan-based psychologist who works with individuals and groups, hypothesizes the increase of men's focused media campaigns as one of the sources of the currently changing ideals of male beauty, a societal pressure that has historically been reserved for women.

GETTING UNDER THE SKIN

And what are they getting done exactly? According to Dr. Jindal, men in their 30s desire a more chiselled look, electing for rhinoplasty and Botox procedures, while those in their 40s and 50s look to match their exterior with their inner vitality with in-depth eyelid work. "Mature men, generally speaking, want to be competitive in a tough job market. They want to [advance] up the corporate ladder. They feel young and confident, but look tired." And the first sign of aging begins around the eyes. See? Those eye creams are there for a reason.

The body issue is a problem for both men and women. Dr. Kolzet emphasizes that the idea of a stigma may vary from one metropolis to the next, noting rate of acceptance in Manhattan may be higher than, say, in rural areas. She also feels that the underlying root of wanting to rejuvenate should not be ignored. "I think we need to look at the bigger picture," she notes. "How does society think on the whole? How has the culture changed? Are we doing enough to talk about body image and external appearance for men? Oftentimes, we

haven't because a lot of the focus has been on women."

The reasons why men and women opt for enhancements shall be reserved for a proper in-depth discussion. In the meantime, I will take off my judgment lenses the minute a more "modern" face appears on the screen, on the sidewalk or on my Twitter feed, regardless of sex or position. After all, men, too, deserve the right to be able to freshen themselves up as well. However as Dr. Jindal concludes, the stigma is still there as evidenced by the 10 per cent statistic "showing that men are not ready to have work done or that there's more of a societal stigma. On the whole, society still has far to go [with respect to] men's cosmetic surgery acceptance." ☺

**e HAS HE OR HASN'T HE?**  
Go to [elevatemagazine.com](http://elevatemagazine.com) to see if your favourite male celebs have gone under the knife.

WORK IT, MAN! Here are five male celebrities whose facial cosmetic enhancements can be seen from miles away.



**1 CHUCK NORRIS**  
Looking less rugged than his younger years, Norris has had an upper and lower blepharoplasty and a possible facelift. His skin is super-smooth and he looks much more refined.



**2 MICKEY ROURKE**  
With a little less luck than Norris, Rourke has undergone multiple procedures to fix initially botched facial procedures. It's suspected Rourke underwent multiple facelifts and a hair transplant.



**3 BRUCE JENNER**  
If you want to see someone with tons of work done, Bruce Jenner is your man. Today he rocks a pointed nose and tight face that completely contradict the square jaw, round face and slender nose of his younger days.



**4 KENNY ROGERS**  
His botched eyelid surgery, also known as a blepharoplasty, completely changed the masculine man we knew and loved in the '70s.



**5 GENE SIMMONS**  
An unexpected candidate, the former Kiss rocker got a facelift alongside his girlfriend Shannon Tweed in 2007 because of his displeasure with his facial jowls. —AD

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