



TROUTMAN
RICHARDSON
AESTHETIC CENTER

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NEWSLETTER
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DOCTOR'S CORNER

What Do Men Really Want???

It is a common misconception that women are the exclusive seekers of aesthetic treatments to improve their appearance or 'turn back the clock'. The competitive job

market and prevalent use of social media have driven an increased desire among men to maintain a healthy, youthful appearance to allow them to keep their competitive edge. This trend isn't slowing down.

According to the American Society for Aesthetic Plastic Surgery, neurotoxins (such as Botox) are the #1 nonsurgical procedure for men. There has been an 84% increase over the past 5 years in the number of Botox procedures for men. Statistics for other procedures are trending, similarly. It has become much more socially acceptable for men to receive aesthetic services. Receiving treatments from an experienced provider is important to avoid feminizing the male face. Physician injectors understand what makes a man unique both biologically and behaviorally.

Before we explore the treatments available to men, it is best to first explain a few ways in which the skin of men and women differ. There are obvious differences between men and women; men are from Mars and women are from Venus, correct? (Joke!) All jokes aside, a basic understanding of a few of these differences in skin structure and biochemistry is beneficial when selecting products and

services.

There are visible differences between the skin structure of men and women; however, there are also differences that may not be as apparent. Men have higher testosterone levels, which makes their skin thicker with higher collagen content. Compared to women, men do not tend to develop as many fine lines and wrinkles on their face. This is a contributor to why “women seem to age faster”. Also, men usually have less subcutaneous fat versus women at baseline. Subcutaneous fat gives volume to the face and a softer, more youthful appearance. Over time, men can be prone to fairly profound volume loss vs. women and benefit greatly from products like dermal fillers or Sculptra. Dermal fillers can also be used to enhance the jawline or chin to provide a more chiseled look. Dermal fillers can also be used under the eye for men and women to eliminate the hollow, tired look.

Further sculpting of the jawline can be achieved with either Kybella injections or Coolsculpt CoolMini application to achieve permanent reduction of fat under the chin and jawline improvement. Coolsculpt is the #1 FDA approved, noninvasive, permanent fat reduction procedure in the United States

and has minimal associated downtime and discomfort. Coolsculpt can be performed on many different areas of the body such as flanks/love handles, abdomen, arms, and chest to name a few. The minimal associated downtime and discomfort are very appealing to active men and women, alike.

There are also differences in the biochemistry of the skin between men and women (ahem, hormones). Due to testosterone, men secrete more sebum than women. This increased sebum in men is manifested by larger pores, blackheads, and possibly acne, thus monthly facials and skin care products to address these issues can be very beneficial. Compared to men, women tend to show increased fibroblast cell growth which may lead to faster healing and less downtime from specific procedures for women. Men tend to sweat more than women, creating the perfect environment for growth of bacteria. The additional sweat may also lead to a lower skin pH in men, very important when selecting skin care products.

Facial hair is usually an obvious difference between men and women. Frequent shaving can lead to irritation, redness, dryness, and ingrown hairs. Dedicated daily skin care

products and routine hydrafacials/facials to address these concerns are an easy 'fix'.

Laser hair reduction has also gained popularity among men, whether on the face or body.

Men also have increased vascularity to their face which gives an appearance of increased facial redness and broken capillaries. Sciton's BBL is the perfect treatment for these skin concerns. BBL has minimal downtime and minimal discomfort with a high return on results. It's an appealing treatment for ANY busy individual.

Lifestyle choices are also different between men and women. Men are less likely to wear sun protection, cleanse their face daily, and wear moisturizer. Day to day care/what you do at home, make a huge difference in the aging process. We simply can't stress that enough.

Men and women undoubtedly have diverse needs and goals when it comes to aesthetic needs. Their aesthetic concerns and desired outcomes are driven by different concerns, physical makeup, lifestyle choices and influences, and as a result, practitioners must approach the genders accordingly.

**Mark your calendars for
June 14th
from 5-7PM
This is an event you won't
want to miss!**

BEER BOURBON & BOTOX

Come learn about Botox! Men, grab the woman in your life or come alone and come learn what Botox can do for you. There will be door prizes, drawings and discounts. A local bartender will be available with a selection of Bourbons and Beers for your sipping pleasure.



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JUNE 14th

5-7 PM

A FUN-FILLED EVENING
WITH BOURBONS
AND BEERS



Please RSVP by calling us at 316.777.6393 or emailing us at shannel@traesthetics.com



ASK ANGIE

FINALLY. Skincare just for men!

The SkinMedica regiMEN Skincare System for Men is scientifically tested and formulated and features four effective products which combine to treat a variety of common skin concerns.

It's easy as 1, 2 and 3, followed by the 4th step which is sun protection. 4 quick steps to repair and protect your complexion from environmental factors and the aging process.

This set contains:

- Facial Cleanser (6.0 oz)
- Recalibrate Age-Defying Treatment (1.85 oz)
- HA5 Rejuvenating Hydrator (1.0 oz)
- Essential Defense Everyday Clear Broad Spectrum SPF 47 (1.85 oz)

You may notice a new product in this kit, SkinMedica Recalibrate. It is an age-defying treatment engineered to provide skin rejuvenation for men. When used as directed, it helps diminish the appearance of fine lines and wrinkles and helps to even out skin tone and texture.

Directions for use:

1. Wash your face with Facial Cleanser twice daily.
Rinse and pat skin dry.
2. Apply Recalibrate Age-Defying Treatment twice daily after cleansing.
It is safe to use post-shave to prevent irritation, including redness and razor bumps.
3. Apply HA5® Rejuvenating Hydrator twice daily after the Recalibrate to face and neck for immediate smoothing and long-term hydration.
4. Apply Essential Defense Everyday Clear Broad Spectrum SPF 47 to the face and neck 15 minutes before sun exposure.
Reapply at least every 2 hours.

HA5

Provides immediate smoothing in the appearance of fine lines and wrinkles and supports the skin's natural ability to replenish its own hyaluronic acid for overall skin health.

FACIAL CLEANSER

SKinMedica's cleanser for all skin types. Removes environmental pollutants, excess oil and makeup, and hydrates and refreshes skin.

ESSENTIAL DEFENSE SUNSCREEN

This lightweight, sheer sunscreen is ideal for oily and/or combination skin, giving you the highest level of UVA protection available, along with UVB coverage in a formulation that won't clog pores.

RECALIBRATE

Combat skin damage with new Recalibrate Age-Defying Treatment, reducing the appearance of fine lines and wrinkles, post shave redness, and razor bumps. For men only, this product is a new SkinMedica® exclusive



NOW SELLING TIZO FUSION SUNSCREEN PRODUCTS



Tizo age defying fusion helps prevent pigmentation changes and helps to slow signs of pre-mature skin aging. Since 1989 TIZO Sunscreens have been focused on “turning back the hands of time” by protecting the skin from the aging effects of the sun. Solar Radiation exposure results in dry, damaged skin with a higher risk of pigmentation changes, fine lines and wrinkles as well as skin cancer.

All TIZO sunscreens are free of:
chemical sunscreens
oils
preservatives
parabens

JANE IREDALE says
"hello, Summer"
with some refreshing
new items

When summertime serves up dry, thirsty skin, reach for a refreshing drink of lemony hydration to replenish moisture and uplift your spirits. NEW antioxidant-rich HandDrink® Hand Cream with SPF 15 and Lemongrass Love Hydration Spray keep your skin healthy and glowing naturally all season long.
Drink it up!



Call us today at 316.777.6393 for a
consultation or to schedule
with Dr. Troutman,
Dr. Richardson
or Angie.

traesthetics.com



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with what is going on in our office