

BROTOX - BOTOX® FOR MEN

Botox® in men is becoming increasingly commonplace. From Cliff Richard to David Hassellhoff, support for the treatment in the male community is such that it's recently been christened with its own special "man name": Brotox.

Brotox has risen over 40% over the past year, with up to one in five patients now male. What was once considered a procedure predominantly for women has seen a huge surge in popularity amongst men, and the reasons reflect some fascinating insights into our changing values.

The main motives for men pursuing treatment is the economy. There is evidence that suggests looking younger and healthier could enhance career prospects, particularly in industries where staff are youthful, such as advertising. Claims like job interviews are easier to navigate with the added boost of appearing younger and more energetic.

Peter Andre has gone on record to say he gets Botox® annually, and Simon Cowell and Gordon Ramsey also pluck for the anti-wrinkle treatment so that they are camera-ready. Botox® can increase confidence, mood, and self-esteem, using Botulinum Toxin A on frown lines of the face, paralysing the muscles responsible.

Brotox is an urban dictionary approved word to describe the use of Botox® in men. A growing trend and on the rise by around 10% every year globally, an increasing number of male clients are discretely coming to Simply Fox to receive subtle treatments to soften the frown line, or 'grumpy lines', the horizontal 'worry or stress' lines on the forehead, and the 'crow's feet' around the eyes. Men have begun to adopt a more open attitude toward cosmetic procedures and have become more aware of the treatments available to them, and the age range of men being treated has widened. We are seeing younger men keen to start early and manage the ageing process, through to older gentlemen looking to soften existing lines and wrinkles and all ages in between. The number one thing we hear from male clients is they want to look 'less stressed and grumpy' – this is often key for men in professional careers.

Men and women have very different features, so it is crucial that you choose a clinician who understands the difference in the male anatomy; identifying the bigger muscles (facially, as well as on the body) and stronger bone structure is key. It is important that men still retain some 'ruggedness' to the face, while reducing the impact of features that make them look tired, angry or stressed.

Brotox is a very simple and effective treatment. Cosmetically we use Botox® treatments to relax the muscles in the face that create lines and wrinkles and to prevent further deepening of lines. It is a simple procedure, with a few tiny injections directly into the muscles we want to treat. There is an art to Botox treatments - to achieve the best, most natural looking results it must be placed in the right muscle, in the correct place, at an ideal dose, by an experienced clinician.