

## Top cosmetic procedures for men and women

All over the world, women undergo significantly more cosmetic procedures than men, which isn't surprising. Of the more than 20 million cosmetic procedures performed [worldwide in 2014](#), women accounted for 17 million...more than 86% of the total. What may be a little more surprising is the steadily-increasing rate of men who are choosing to have cosmetic procedures. [Facial Plastic Surgery Today](#) reports that, since 2000, there has been a 60% increase in cosmetic procedures among men, compared to 30% among women.

Although ISAPS currently includes gender as a factor for analysis of its survey data, not all of its member countries are able to provide these data. These are general trends, of course; both men and women seek many of the same procedures, although they often do so for different reasons.

Between 2010-2015, the most popular surgical procedures have been liposuction, face lifts, rhinoplasty, blepharoplasty and breast lift/augmentation. There is moderate overlap in the type of procedures performed. For example, of the 9,645,395 [surgical procedures performed in 2014](#), men and women shared three of the five most popular: blepharoplasty, liposuction, and fat grafting.

9,645,395 procedures	Type of procedure	Men	Women
14.7%	Blepharoplasty	#1	#3
14.2%	Liposuction	#3	#2
10%	Fat grafting	#5	#4

Excluding breast augmentation, men accounted for between 9% and 26% of these procedures. Other popular surgical procedures for men included otoplasty, follicular unit transplant, and breast reduction for gynecomastia. Breast augmentation remained the number-one cosmetic [surgical procedure requested by women](#), with abdominoplasty in fifth place.

There was similar overlap for nonsurgical procedures, with both genders most frequently requesting botulinum toxin, hair removal, skin resurfacing and soft tissue fillers. Botox remains the most popular nonsurgical cosmetic treatment among both men and women. Since 2001, Botox treatments have increased by 162%, and show no signs of slowing. Within that time period, there has been a 47% increase in men seeking filler and fat injections, and an astonishing 417% increase in men having ablative skin resurfacing.

What is the story behind these numbers? An [AAFPRS analysis](#) indicates that men tend to have cosmetic procedures to dramatically change or correct their appearance, while women generally favor maintenance procedures. Possibly because of lingering social stigma, men are more concerned with quick results that allow them to return to work quickly. The biggest exception to this is [follicular unit transplantation](#), which requires multiple sessions spread out over several months to achieve the desired results. Within the last decade, hair transplant surgery has risen 17%, and the procedure itself has become more refined and less painful

Women have long understood how having a youthful (or at least “not old”) appearance affects their career success, but men are coming to share this understanding. Distinguished middle-aged professionals are no longer content to limit their physical exercise to a few rounds of golf: they cycle, run marathons, and generally desire to look and feel athletic. Perhaps this is one reason why men are more likely to deny having had any kind of procedure, surgical or nonsurgical. To care “too much” about one’s appearance is widely (though wrongly) perceived in many cultures as a “female” idiosyncrasy.

And obviously there are procedures that are specific to one gender or the other. Accurate [figures on gynecomastia](#) are difficult to come by, although up to 25% of the general male population may experience pubertal gynecomastia that does not resolve on its own. An additional 75% of men taking drugs to treat prostate cancer may develop gynecomastia that requires corrective surgery. Because patients often wish to avoid attracting notice to this procedure, many seek to have the surgery abroad. Medical tourism may also at least partially account for Greece’s reported 592 penile enhancement procedures in 2010 - [more than ten times](#) the average in other countries!

As always, it's important to choose a board-certified plastic surgeon with an accredited facility. Use the ISAPS [online directory](#) to locate a qualified member-surgeon near you, and enjoy the peace of mind that comes with knowing you've selected one of the best.