

# Why MEN Should Consider Facial Enhancement?

Presented by River Region Facial Plastics



Dr. Thomas H. Cawthon

Nationally women constitute 90% of those seeking facial enhancement, and rightfully so. Who wouldn't want to look like the beautiful models and actresses seen in movies, on television, and in every magazine, periodical or other form of advertisement and marketing? American women place a high premium on their appearance and beauty in numerous ways including hair salons and spas, clothing and accessories, nail and skin care, and procedures to fight aging.

Well, what about us men? Why do we, who constitute 50% of the human race, only represent 10% or less of those arriving at River Region Facial Plastics (RRFP) seeking to enhance their appearance? Maybe the stigma of having purchased a skin product, procedure, or surgery is felt to undress our sought after macho image. Men purchase suits, shirts, ties, shoes and many other items to help their appearance and self-image. Why should we men not also challenge ourselves to enhance and modify our facial appearance? A great looking guy not only dresses well, but has neatly trimmed hair (beards included) and has great looking facial skin and appearance. Our male patients who have received procedures and surgeries from RRFP are exceptionally pleased with their results. With better nutrition, health care, exercise and knowledge of how to stay healthy, both men and women have elevated their life expectancy. According to US Census Bureau statistics, life expectancy for women has risen from a mean of 73.1 years in 1960 to 80.1 years in 2010. For men the mean has risen from 66.6 years in 1960 to 75.7 years in 2010. **BOOM!** is dedicated to and is a testament to all who are living longer.

Many males are staying in the work place without retiring at age sixty-five, and they remain productive. They want to stay working for a few more years and they are healthy, active and may even be in a second career before retiring. Often they face challenges in a competitive environment with younger appearing male candidates seeking their job. This is a compelling reason for some males to seek consultations at RRFP for products, procedures and surgeries. We at RRFP recently hosted a "date night" where



Lyn Cawthon Before and After

many of our female patients brought their significant others. The event was fun, informative, and well attended. The men learned about availabilities to enhance their appearance with surgeries and procedures. Because men can't always have time to recover from facial surgeries, they learned that many offerings of procedures have little or no recovery required. You can be presentable rapidly after treatment without others having knowledge that something has been done. Procedures done at RRFP include microneedling to tighten skin and injection of fillers to enhance facial volume lost through aging. I personally challenge all of you males to come for a facial consultation to learn and become educated as to what procedures would best satisfy your needs. Our trained staff will assist in scheduling your consultation in a timely manner.

It's hard to believe, but RRFP just celebrated its second year in business and thanks to you readers and others who have been patients, we have been successful. For your loyalty, I personally thank you. Lyn, my beautiful wife, has been acquiring many of our products and procedures over the last two years at RRFP. Recently, she noticed an increase in facial wrinkles and hollowness in her cheeks, temples and jaw line. I used injectable fillers (Perlane-L® and Sculptra®) to increase volume. The

results were quite remarkable and I invite you to see her before and after photographs. The injections enhanced her facial volume and seemed to widen her eyes and give a fresh appearance erasing the hollows in her cheeks and jaw line.

We are introducing our E2 Eyes program for both males and females. With injection of fillers around the eyes, in the tear trough, above the

brow and in the temples, the eyes will look more youthful and vibrant. With the holidays approaching, what better way to show your loved one a wonderful gift from our facility? Come and learn more about the E2 Eyes program and see the youthful results.

Here is wishing you and yours a Happy Holiday season from me and all our staff at RRFP!

All the best,  
Dr. Thomas H. Cawthon

**We want your input! Please call or email us with your questions or suggestions for next month's column!**  
**334.270.2003**

[Doctors@RiverRegionFacialPlastics.com](mailto:Doctors@RiverRegionFacialPlastics.com)