

Why More Men Are Choosing Aesthetic Treatments And What's Trending Now

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Gone are the days when aesthetic treatments were considered just for women. More men than ever are turning to injectables, skincare, and wellness treatments to enhance their appearance and boost confidence. From "Brotox" (Botox for men) to skin rejuvenation and hormone optimization, the demand for male-focused aesthetics is booming. We asked Haute Beauty experts to share the top trends in men's injectables, skincare, and wellness. Here's what's shaping the industry right now.

Dr. Sam Rizk | Face | Upper East Side

It's true. In fact, according to the latest survey from the American Academy of Facial Plastic and Reconstructive Surgeons (AAFPRS), more men are getting plastic surgery than ever before—with blepharoplasty, rhinoplasty, and facelifts topping the list of requested procedures. This uptick really highlights the growing acceptance of aesthetic treatments among men and their changing approach to self-care, and I've seen it firsthand in my practice. Most recently, more than ten of my patients—half of them men—attended the Academy Awards. My technique is such that patients are camera-ready in just two weeks, so even a major procedure like a deep plane face and neck lift has a much quicker turnaround than you'd think. This, of course, makes the prospect of surgery that much more enticing, not only for men but for women, too. It was thrilling to see my patients on the red carpet just a few weeks after surgery looking so confident, refreshed, and—most importantly—like they'd never had work done at all.

Dr. Alexandra Condé-Green | Body | Boca Raton, FL

For most men who seek treatment in my practice, the emphasis on beauty and well-being is subtle. They desire natural-looking enhancements that are not going to make them look feminine or overdone. The most common non-surgical procedures are the injection of botulinum toxin to the upper third of the face to soften wrinkles and the injection of platelet-rich plasma and exosomes to help thicken and increase hair growth or to maintain the results of a hair transplant. Surgical procedures such as liposuction of the waist and the chest for gynecomastia (to get rid of localized stubborn fat that exercise and weight loss don't trigger) have increased in the last years. "I have been wanting to slim down these love handles for years, I'm ready to do it," claimed one of our 46-year-old patients. Upper and Lower blepharoplasty are increasingly popular, as men want to get rid of droopy and puffy eyelids and alleviate a sleepy, sad, and aged appearance.

Dr. Ralph Garramone | Body | Fort Myers

In recent years, in my practice alone, we have seen the number of men seeking aesthetic treatments, and cosmetic surgery increase significantly. I think it's great that men are starting to realize they have options as well. Men deserve to feel like a better version of

themselves. We have really noticed that minimally invasive procedures like injectables have significantly increased. Compared to five or ten years ago, I have been doing several rhinoplasties, face lifts, neck lifts, and Tummy Tucks, and of course, Liposuction is still the top procedure I perform on men.

According to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), 92% of surgeons reported treating male patients in 2024, a 5% rise from the previous year. So, watch out ladies, the male population has caught on to your secrets! This is partially due to social media awareness and possibly from watching the women in their lives do procedures with gorgeous results. My male patients quickly learn that when they look better, they feel better.

Over the past decade, the American Society of Plastic Surgeons (ASPS) has observed an 182% increase in Botox injections among men and a 482% rise in laser skin resurfacing procedures. Similarly, a study revealed that minimally invasive cosmetic procedures for men saw an over 40% rise within the same period.

These trends indicate a growing acceptance and demand for aesthetic treatments among men, with a notable shift towards minimally invasive procedures that provide natural results. I think injectables in the face, such as Botox or Jeuveau, look great on men, we can contour the chin and jawline, for a more defined masculine appearance.

Dr. Jay Arora | Vision | Scottsdale, AZ

Men's eye aesthetics are increasingly focused on subtle, natural-looking enhancements that refresh and rejuvenate the eye area without appearing overdone. One of the biggest trends is under-eye rejuvenation, with treatments like dermal fillers to address hollows and dark circles, PRP (platelet-rich plasma) to boost collagen, and RF microneedling or laser therapy to tighten skin and improve pigmentation. Eyelid surgery (blepharoplasty) also remains popular, particularly for men who want to remove excess skin and fat from the upper and lower eyelids for a more awake, youthful look while maintaining a masculine appearance. Non-surgical brow lifts using Botox or thread lifts are on the rise as well, helping to lift hooded eyelids and enhance the shape of the brows. Meanwhile, eyebrow grooming techniques like microblading and tinting are becoming more common for achieving a fuller, more defined brow.

Skincare for the eye area is another growing trend, with men investing in medical-grade eye creams containing ingredients like retinol, peptides, and caffeine to combat puffiness and fine lines. Additionally, cold therapy tools such as cryo-sticks are being used to reduce morning eye bags and puffiness. Overall, the focus on men's aesthetics is shifting toward maintenance-based treatments that enhance the eyes subtly, creating a refreshed, well-rested appearance without making drastic changes. These treatments cater to men who want to look youthful and alert while preserving their natural features.

Victoria A. Cirillo-Hyland, MD, FAAD | Skin | Philadelphia, PA

Men, similar to women, are looking to enhance their natural features without looking "done". They are most interested in procedures that have minimal downtime. We have a significant number of men who receive fillers and neuromodulators to soften wrinkles, add volume to deflated areas, and sculpt the jawline. Men are also interested in body contouring with CoolSculpting Elite and Emsculpt NEO to lose unwanted fat and build muscle. The Total Skin Solution combines Microneedling Radiofrequency with a Thulium laser to stimulate collagen and elastin production in the skin to reduce acne scars, improve texture irregularities, soften wrinkles, and tighten the skin on the face and neck. Hair restoration treatments including PRP injections and KeraLase which combines a Thulium laser with a topical application of serum (KeraFactor) are also very popular with our men. Face rejuvenation, body contouring, and hair restoration are the "Big 3" for men in our practice. We also recommend a medical-grade skincare regimen to complement in-office procedures.

Dr. Siamak Agha | Body | Los Angeles, CA

Men are embracing injectables more than ever, and the biggest trends right now revolve around Brotox and under-eye fillers. We're seeing more guys come in for Botox - not just to smooth out lines but to maintain a sharper, more refreshed look. The focus isn't on erasing every wrinkle but on softening the "11s" between the brows and reducing crow's feet for a refreshed, confident appearance.

Under-eye filler is another major player. Men want to get rid of that tired, hollowed-out look, especially professionals and executives who want to appear energized. A little strategically placed filler can make a huge difference in looking alert without looking "done." The key with men's injectables is keeping everything subtle: no overfilling, no frozen faces. Just a natural, refreshed version of themselves.

Heather Merlo, Sei Tu Bella Aesthetics | Medical Spa | Tampa, FL

At Sei Tu Bella Aesthetics in Tampa, Florida, we've seen a significant rise in men embracing aesthetic treatments. Many are motivated by witnessing their wives and friends radiate newfound confidence—there's truly nothing more contagious than a confident woman smiling. This positive energy is encouraging men to invest in their own self-care, from Botox to advanced skincare and wellness protocols.

One of the most in-demand treatments among our male clients is Toskani's mesotherapy, particularly the PDRN treatment (often referred to as "salmon sperm," though it's actually DNA derived from salmon eggs). This biomimetic peptide-based therapy is customized to target individual skin concerns such as texture, tone, pigmentation, firmness, overall skin health and so much more. Men appreciate that it's a no-numbing, no-downtime treatment, making it easy to incorporate into their schedules. For optimal results, I recommend a series of five treatments, spaced two weeks apart.

Additionally, there's been a surge in demand for facials and comprehensive skincare routines, proving that self-care is no longer just a trend, but a lifestyle choice for men in Tampa and beyond.

Dr. Husam Almunajed | Smile | New York, NY

Men are redefining self-care, and it all starts with a healthy, confident smile. More than ever, men are making oral health a priority, scheduling professional cleanings three times a year, not just for a polished look, but for stronger gums, fresher breath, and overall wellness.

But here's why oral care truly matters: it's not just about your smile, it's about your whole body. This is known as the Mouth-Body Connection, and it means that poor dental health can put stress on your heart, lungs, and even brain. Studies have linked gum disease to serious conditions like heart disease, diabetes, migraines, Alzheimer's, and even erectile dysfunction. Neglecting your gums doesn't just affect your teeth—it can impact your entire well-being.

Beyond health, fresh breath is essential in both professional and social settings. Whether you're closing a deal, leading a meeting, or making a lasting impression, bad breath can silently undermine your confidence. A clean, healthy mouth ensures fresh breath that enhances your presence and strengthens your interactions.

Regular cleanings aren't just about avoiding cavities; they're about elevating your wellness and confidence. Don't wait for problems to start, be proactive. Prioritize your health, invest in your smile, and experience the transformative power of fresh breath, a radiant smile, and total well-being. Because when you care for your mouth, you care for your whole body.

Dr. Daniel Careaga, Careaga Plastic Surgery | Body | Miami, FL

More men than ever are embracing aesthetic treatments to enhance their confidence and physique. At my practice, I see a growing interest in procedures like gynecomastia surgery and the male Brazilian Butt Lift (BBL)—both designed to sculpt a more masculine, athletic appearance.

Gynecomastia, or enlarged male breast tissue, is a common concern that can affect self-esteem. Through a combination of liposuction and gland removal, I help patients achieve a firmer, flatter chest that aligns with their fitness goals.

The male BBL is another rising trend, catering to men looking for a more sculpted, proportional backside. Unlike the traditional BBL, this procedure focuses on subtle enhancement, ensuring natural, masculine contours without excessive volume.

Cosmetic procedures aren't just for women—men deserve to look and feel their best, too. By embracing these treatments, they're enhancing their confidence, refining their appearance, and redefining modern masculinity.

Dr. Jason Bloom | Face | Philadelphia, PA

One of the most exciting and beneficial aesthetic treatments that we offer men is surgical & non-surgical hair restoration. Our practice is one of the only in the region to offer the most extensive range of options for men. For non-surgical hair restoration, it is important to offer patients a multi-modal approach. We advise platelet-rich fibrin (PRF) and exosome treatments, oral nutraceuticals like Xtresse, and topical options with our Hairapy Hairapy shampoo, conditioner, and serum line.

For surgical hair restoration, we have a busy practice performing NeoGraft follicular unit extraction (FUE) options for full, natural-looking hair without linear scarring, pain, or significant downtime. In fact, I had this procedure about a year ago with amazing results to improve my hairline and hair density.

Finally, Bloom Facial Plastic Surgery is the first plastic surgery practice in the region to offer the ARTAS AI-driven hair restoration robot. This is a physician-assisted, image-guided robotic system that utilizes 3D planning and artificial intelligence to perform follicular unit extraction (FUE) for hair transplantation, aiming for precise and natural-looking results. This is an exciting technology that we are now offering to patients seeking hair restoration without linear scarring and minimal downtime.

Dr. Anna Chacon | Skin | Miami, FL

More men are increasingly embracing aesthetic treatments as part of their self-care and confidence-boosting routines. In the world of injectables, neuromodulators like Botox remain a top choice to soften fine lines while maintaining a natural, masculine look. Additionally, dermal fillers are gaining popularity for subtle jawline enhancement and under-eye rejuvenation, helping men achieve a more refreshed and structured appearance.

Skincare-wise, men are gravitating toward medical-grade products tailored to their specific concerns, such as oil control, anti-aging, and skin barrier repair. Retinol, vitamin C serums, and professional-grade sunscreens are becoming staples in their daily regimens.

In the wellness space, biohacking treatments like IV therapy, hormone optimization, and regenerative medicine, including PRP for hair restoration, are trending. Many men seek non-invasive treatments that enhance their overall vitality, from skin health to energy levels.

The shift toward aesthetic treatments in men reflects a growing awareness that looking and feeling one's best is not just for women—it's a universal priority.

Dr. Sarah Khan, ARA Med Spa | Medical Spa | Los Angeles, CA

HydraFacial and Keravive are both trending treatments for men and women. Skincare treatments can be tailored to each client for example men with facial hair or small areas of hair loss can benefit from targeted treatments.

Hydrafacial is a popular treatment amongst men who suffer from blackheads, acne, dead skin cells, and enlarged pores. Hydrafacial has the benefits of improving skin texture, skin glow, and hydration with no downtime or redness. The treatment can be customized for facial hair and beards, for example, men without facial hair can receive a full face treatment and those with beards can receive a partial treatment involving the cheeks, forehead, and nose for men with facial hair. To have the best results men are advised to shave the day before the Hydrafacial treatment.

Keravive is another popular treatment among men, due to common struggles with hair thinning and hair loss. Keravive is essentially a hydrafacial for the scalp, which involves cleansing and exfoliating and then the direct application of a nourishing peptide complex serum with growth factors and proteins to encourage hair growth. A 30-day take-home treatment spray is also provided to continue the treatment between in-office visits. Similar to hydrafacial the treatment is customized to offer a partial treatment focusing on smaller areas such as the temples and crown, or a full treatment of the entire scalp.