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Gender-specific differences matter when marketing aesthetic services to men

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By: Cheryl Guttman Krader
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Atlanta — Botulinum toxin treatments in men is a rapidly expanding market, but success in serving this growing population requires physicians to hone gender-specific approaches, according to Michael Eidelman, M.D.

Speaking at the 2012 annual meeting of the American Society for Dermatologic Surgery, Dr. Eidelman says there are subtle but important differences to keep in mind when marketing aesthetic services to males. These differences must also remain top of mind when conducting the consultation and performing the treatment itself, he says.

Men, like women, may be seeking botulinum toxin treatment to achieve a more youthful appearance, but men in particular may be more motivated to improve their competitiveness in the workplace, Dr. Eidelman says. Furthermore, even though a man may have taken the step to schedule a visit, he tends to be less comfortable than women about embracing their aesthetic appearance and is likely to be more timid during the consultation.

"Treating patients with sensitivity and hand holding through the process is important regardless of gender. However, aesthetic procedures in men is still a relatively new trend, and male patients may be less forthcoming in talking about and discussing their concerns and goals," says Dr. Eidelman, medical director, Chelsea Skin and Laser, New York, and assistant clinical professor of dermatology, Albert Einstein Medical College, Bronx, N.Y.

Subtlety is key Men also want the results of the treatment to be subtle so that it is not obvious that they've had a cosmetic procedure, Dr. Eidelman says. Therefore, consideration might be given to using dosages that result in a soft, natural result and starting slow (with one or two muscle groups) to ease them into embracing these new treatments.

Eye of the beholder Understanding gender differences when it comes to ideals of beauty is also critical when making treatment decisions. For example, in the upper face, prominent horizontal brows are desirable in men, whereas women like to achieve high-arched brows, Dr. Eidelman says.

Michael Eidelman MD
Medical Director of Chelsea Skin and Laser
Assistant Clinical Professor of Medicine, Albert Einstein College of Medicine
Assistant Clinical Professor of Medicine, Mount Sinai School of Medicine