

A close-up portrait of a man with dark hair, light eyes, and a light beard, wearing a black suit jacket and a white shirt. The background is a soft, light blue gradient.

MEDICAL INSIGHT<sup>®</sup>

Male Aesthetic Market Study

November 2015

## i. Methodology

Representing the second edition on this topic, this Male Aesthetics Market Mini Report was compiled from a wide variety of public and proprietary sources. Information was cross-checked against other data, using Medical Insight's proprietary forecasting models, and synthesized into both qualitative and quantitative analyses and projections.

Public sources that were utilized include:

- articles in trade publications, medical journals and regulatory documents
- articles in consumer magazines and newspapers
- company news releases, website information, patent documents, marketing materials and financial filings
- information from trade associations

Proprietary sources that were utilized include:

- Medical Insight's extensive database of industry and product information
- Medical Insight survey data
- industry analyst reports
- exclusive interviews with, and feedback from company executives, researchers, sales representatives, physicians, patients, consultants and other industry experts

## ii. Disclaimer

Information in this study has been obtained by Medical Insight, Inc. (Aliso Viejo, Calif.), from sources believed to be reliable. While Medical Insight believes the data provided herein to be accurate, no expressed or implied guarantees regarding accuracy or adequacy are made. Product and corporate data can change very quickly and without notice. The interested reader is encouraged to contact manufacturers directly.

This study is not intended as a substitute for proper due diligence. Although an attempt has been made to provide thorough coverage of the subject matter of this report, no guarantees regarding completeness or thoroughness are made. Medical Insight is not responsible for any errors, omissions or results obtained from use of information provided herein.

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# M.I.I Professional Biography

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Michael Moretti has served as a medical industry analyst and strategic advisor for more than 20 years. As an industry consultant, Mr. Moretti specializes in strategic business development projects and high-growth, emerging market segments. He provides custom reports and confidential market studies for a variety of clients, including global medical and pharmaceutical companies.

In 1993, Mr. Moretti founded Medical Insight, Inc., the leader in focused aesthetic market research offering comprehensive data on procedure volume and growth, revenue forecasts and new product introductions. Under Mr. Moretti's leadership, Medical Insight publishes global market studies and forecasts for major industry sectors such as facial injectables, cosmeceuticals, body shaping procedures, skin rejuvenation technologies and home-use aesthetic products. Medical Insight also sponsors executive business forums to address scientific developments and market trends for the investment community.

Mr. Moretti is the founder of *Aesthetic TV*<sup>®</sup>, the first and only one-stop online resource for current, reliable information about cosmetic and anti-aging treatments. *Aesthetic TV* offers expert advice for consumers via interviews with the top physicians in the field, and unprecedented access to the latest beauty-enhancing procedures and products created specifically to help people look and feel their absolute best.

Mr. Moretti is also founder and publisher of *THE Aesthetic Guide*<sup>®</sup> – a digital and print publication from Medical Insight featuring in-depth reports on new products, procedures and trends, reaching over 70,000 physicians, industry executives and investment analyst subscribers globally. Special editions of *THE Aesthetic Guide* address the European market and the Asian markets.

In 2007, Mr. Moretti debuted *THE Aesthetic Show*<sup>™</sup>, the first multidisciplinary annual business to business trade show that brings thousands of the highest profile physicians and medical professionals together in Las Vegas to learn about the newest aesthetic procedures, products and technologies in a dynamic, interactive, educational format. For more information please visit: [www.miinews.com](http://www.miinews.com).

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<b>Section</b>	<b>Executive Summary</b>
<b>1</b>	

Currently, male patients account for nearly 16.61% of aesthetic procedures being performed, and with techniques and technologies continually improving to provide better results with reduced discomfort and downtime, cosmetic procedures are increasingly appealing to men. According to Leif Rogers, M.D., F.A.C.S., a plastic surgeon in Beverly Hills, Calif., the medical aesthetics profession has traditionally underserved the male population, but all that is changing rapidly. “What men look for is different than what women look for in aesthetic procedures so providers who understand the needs of men will reap the financial rewards.”

W. Grant Stevens, M.D., F.A.C.S., a plastic surgeon in Marina Del Rey, Calif., says the male interest in aesthetics is skyrocketing due to three common motivations. “To start, men now realize they’re wearing their resume on their face so they had better bring their A-game when going in for an interview or they’re not going to get the job. Another factor is looking less tired and more vital in the dating scene. Finally, they are seeing that anti-aging treatments are very obtainable thanks to all the television programs that have demystified plastic surgery.”

The increasing availability of non-surgical procedures that are safe and have no downtime is an important factor, as well, he added. “That is the sweet spot for men. While women have accepted pain and downtime, men hate pain and they don’t want downtime.” In addition, male patients are usually less informed about the types of procedures being offered. The challenge for practitioners is to thoroughly educate them about the various options during the consult, including a careful conversation about risks, benefits and side effects. Male patients appreciate knowing the details of the procedures being suggested.

Of particular interest to men are: body shaping / skin tightening; hair regrowth; hair removal; injections with neurotoxins and / or dermal fillers; and tattoo removal, which comprise the market segments covered in this report.

In 2014, sales of aesthetic products and equipment for the treatment of men represented 13.9% of all covered aesthetic product and device sales, for a total of \$580.6 million. Through 2019, total male market sales are expected to rise by 11.4% per year, on



average, to exceed \$1 billion. In all segments covered in this report, sales growth is expected to be higher than with female procedures, as men comprise a growing proportion of aesthetic procedures. Consistent with overall aesthetic market trends, growth will be strongest in Asia at 13.9% per year, followed by Latin America with 12.1% CAGR.

In 2014, total global procedure volume reached 56 million; of this, treatments for males represented an estimated 9.2 million or 16.5% of the total. Through 2019, total male aesthetic procedure volume is expected to rise by 10.6% per year, to reach 12.8 million procedures worldwide.

The single most popular procedure was hair removal with an estimated 2.7 million treatments. Light-based epilation is particularly well suited to large areas, such as the male back and / or chest, for quick clearance. Body shaping / skin tightening and tattoo removal were also popular, with 1.7 million procedures each. Increasingly, men utilize body shaping as a means to obtain greater muscle definition and / or remove a few unwanted pounds. Tattoo removal continues to expand with the growth of tattooing and body modification as consumers seek to erase tattoos that no longer fit their lifestyles.

Male breast reduction has emerged as a growth sector that will continue to increase in popularity as more men seek out treatments. Surgical gynecomastia has been performed successfully for years, but non-surgical treatments are beginning to hit the marketplace and this bodes well for acceptance of procedures by men.

The second edition of this report includes new and revised material that covers the following important issues in male aesthetics:

- Male patient motivations and concerns – while these may be the same as for women, male patients require a different approach.
- What gateway procedures are most popular with men?
- In an increasingly aggressive job environment, what aesthetic procedures have men chosen to look their best in order to remain competitive?
- Baby Boomers in their 50s and 60s are not the only demographic requesting procedures; the trend also embraces 20 and 30-something Millennials.
- The phenomenon of specialized "man caves" within practices, which is developing as a successful marketing hook that caters to this growing patient population.
- Tips and tricks on how to capture the gay male and transgender patient.



**Figure 3**  
**Worldwide Procedure Fees for Male Aesthetic Market, 2014 – 2019**

