



MEDIA RELEASE

March 2016

Blokes buy into cosmetic procedures as part of regular grooming routine

Women have long been told, that a stitch in time saves nine, when it comes to facial aging. Men, it appears, are catching up. The latest survey¹ by the Cosmetic Physicians College of Australasia (CPCA), indicated that 79 per cent of Aussie blokes, who have undertaken some form of non-surgical cosmetic intervention, consider it a part of their normal grooming routine. This is a 20 per cent rise from 2014.

As non-surgical cosmetic procedures continue to grow in popularity amongst men, the overall acceptance of this medical technology is also growing. The CPCA survey, now in its eighth year, found that 70 per cent of men believe non-surgical cosmetic procedures, such as anti-wrinkle injections, are an acceptable option to address the signs of premature ageing and sun-damage.

“Men are taking a growing interest in their appearance and how this reflects on them as individuals, which is contributing to the growing popularity of non-surgical cosmetic procedures among males. They recognise that such procedures, and the medical science behind them, can help them to achieve their desired results, whether that is a bit of general maintenance or something more significant. It is no longer viewed as a female-only domain,” said Dr Catherine Porter, spokesperson of the CPCA.

The survey found that 24 per cent of those that have undergone a non-surgical cosmetic procedure were male, with the most common treatments for men being anti-wrinkle injections, non-surgical fat reduction, Intense Pulsed Light (IPL), laser hair removal and laser resurfacing for wrinkles. In comparison, the popular treatments for women included IPL for hair removal, microdermabrasion, wrinkle injections and chemical peels.

“There appears to be a growing expectation for men to present well. In general, women make up the majority of patients who seek treatment for signs of premature aging and sun-damage; however men are increasingly aware of the fine lines and wrinkles that come with ageing, and are looking for solutions to address these concerns in a timely manner. This emerging trend is likely to continue,” Dr Porter said.

To find a qualified doctor with a focus on cosmetic medicine visit www.cPCA.net.au

¹NineRewards survey of 1,022 Australians, commissioned by the Cosmetic Physicians Society of Australasia, April 2015

-ENDS-

About the Cosmetic Physicians College of Australasia

The CPCA represents the largest body of doctors who perform non- or minimally-invasive cosmetic medical treatments in Australia. Incorporated in October 2014, the CPCA grew from an earlier organisation - the Cosmetic Physicians Society of Australasia Inc (CPSA).

The CPCA will extend the role of the CPSA by taking the form of a traditional college with regards to education, training and ethical practice standards. The CPCA's objectives include developing and maintaining high standards of learning, skills and conduct in cosmetic medicine to help safeguard the public. The CPCA will also support public education and awareness of the benefits of cosmetic medicine.

For further information or to request an interview with a CPCA spokesperson, please contact Res Publica:

Annabelle Vo | avo@respublica.com.au | 02 8297 1512