A recent Fox News report focused on the latest trends in cosmetic surgery for men. Dr. Simon Ourian of Epione Beverly Hills says that men are now making up an increasing proportion of patients at his clinic which specializes in non-invasive aesthetic procedures.

According to an April 18, 2013 report by Fox News, a desire for more masculine facial features is the latest trend in plastic surgery for men. The pert-nose-and-dainty-chin combination personified by Zac Efron and Leonardo Di Caprio is out and square jaws and ethnic features are in.

“It’s undoubtedly the case that the number of men I see in my practice is increasing,” says Dr. Simon Ourian, Medical Director of Epione Beverly Hills. “Our practice doesn’t maintain statistics but the 71% spike in male chin implants reported by the American Society of Plastic Surgeons
and reported in the article doesn't surprise me.”

The article notes that men often need to fit aesthetic treatments into their work schedules. Not only is it feasible to do some of the procedures in an hour or less but the recovery time is also minimal. Ultherapy, for example, is a non-invasive device that uses ultrasound energy to cause collagen within the skin to contract resulting in tighter skin.

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