



# New Patients = New Revenue: Millennials and Men

**Shasa Hu, MD, FAAD**

Director of Cosmetic Division

Dr Philip Frost Department Dermatology and Cutaneous Surgery



UNIVERSITY OF MIAMI  
**MILLER SCHOOL**  
**of MEDICINE**

# ***Key Points***

- Younger patients and male patients are becoming more interested in non-surgical cosmetic procedures
- Grow your aesthetic practice by offering procedures to meet the needs of the millennial and male patients
- Leverage social media and smart practice tips to increase patient retention

## Women under 45 drove cosmetic surgery surge during pandemic: survey

By [Hannah Sparks](#)

August 24, 2022 | 8:26pm | Updated

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## The Cosmetic Surgery “Zoom Boom” Is Real — But There’s More To The Story

[JOLENE EDGAR](#)

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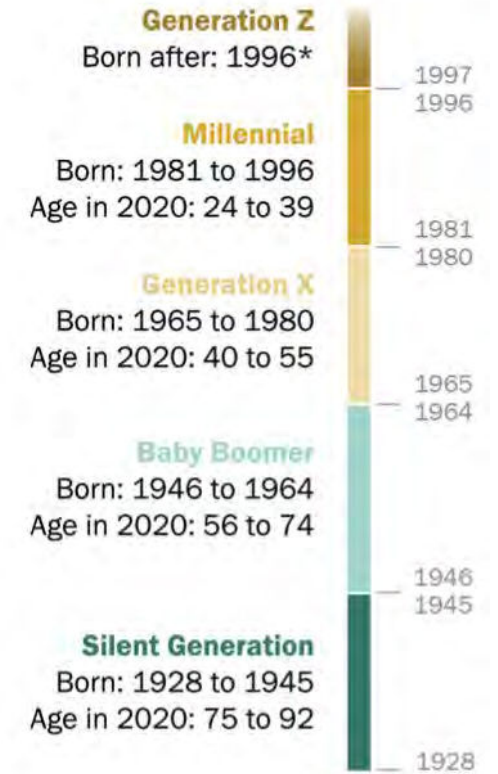
### Covid-19 is fuelling a Zoom-boom in cosmetic surgery

Depressed by your appearance on video calls? Men and women alike are splashing out on face-lifts, lip-plumping and more

# Trends in Aesthetic Procedures

- Continued increase in both invasive / noninvasive procedures in the US and worldwide
- The millennial takeover continues
  - Patients aged 56 or older represent a lower percentage of overall procedures in 2021
- Trending towards more gender balanced procedures
- Social media is the key marketing platform

## The generations defined



\*No chronological endpoint has been set for this group.  
“On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far”

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## TOP 5 MINIMALLY INVASIVE PROCEDURES

1 Botulinum Toxin Type A

2 Soft Tissue Fillers

3 Noninvasive Fat Reduction

4 Nonsurgical Skin Tightening

5 Skin Care & Treatments

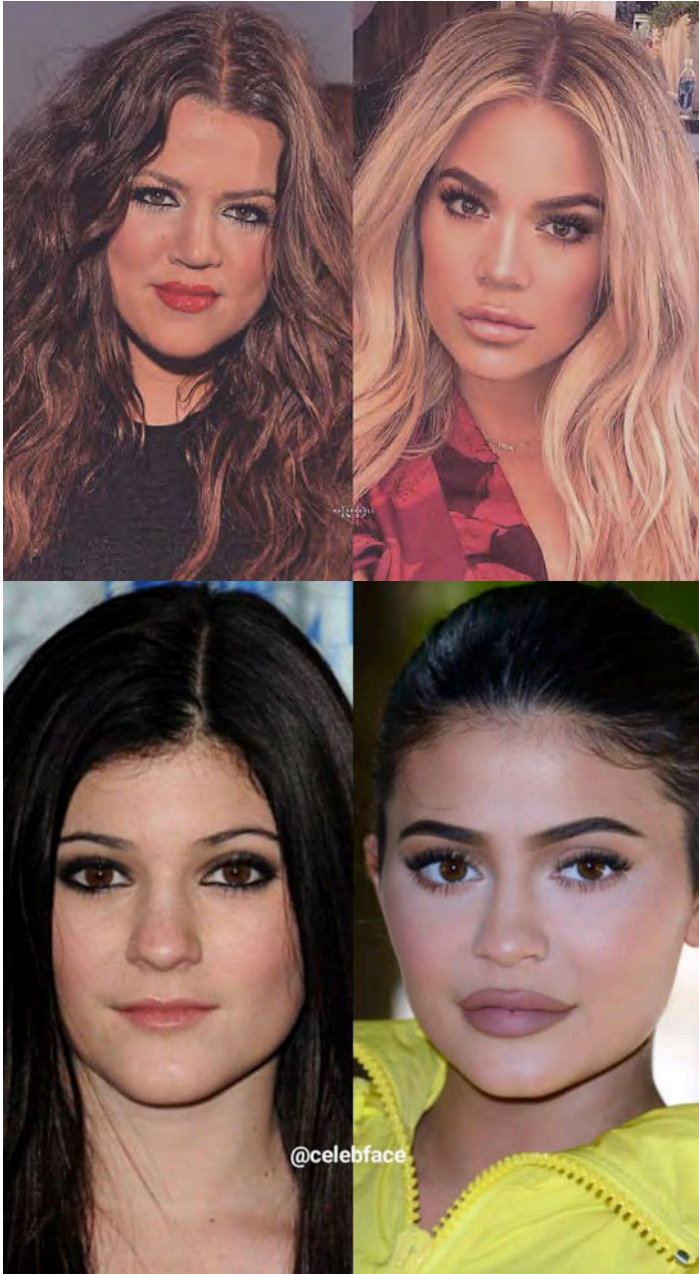


# ***The Millennial Patient***

- Born 1981- 1996
- While millennials are considered economically disadvantaged with more student debt / lower incomes, they outspend boomers 2:1 in the self-care industry
- Worldwide, millennials are also more likely to consider preventative treatments compared to any other age-group
- Heavily influenced by social media

# ***Aesthetics in the Millennial Patient***

- A review of procedures over 4.5 years in a single practice August 2015 to February 2020
- Top procedure: ¼ of total were injectable neurotoxins
- The second most common procedure: vascular laser (telangiectasias, rosacea, angiomas, scars, striae, and acne)



# ***Social Media***

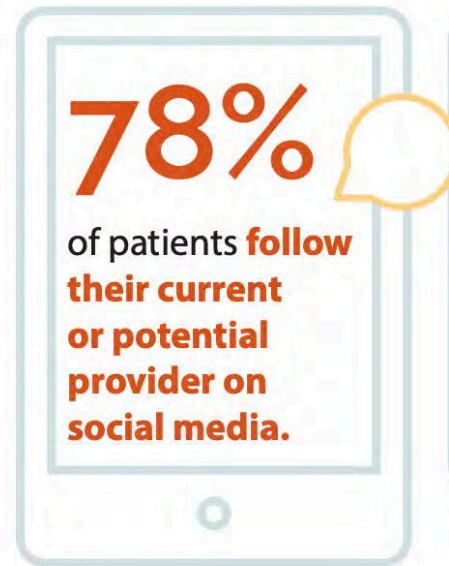
- Instagram, Facebook, YouTube, TikTok, Reddit, consumer driven online sites
- Both providers and consumers can be “Influencers”
- Increased acceptance of cosmetic procedures



52% of consumers say a provider's social media presence impacts their decision to schedule an appointment – a 9% increase over 2019

## Top 3 platforms:

21% Facebook, 19% YouTube  
17% Instagram



# Popular Procedures in the Younger Patients



## Neurotoxin

- Brow lift
- Lip flip
- “Baby [redacted]”
- Eye opening BTA

## Dermal fillers

- Lips
- Undereye
- Cheeks
- Jawline

## Laser

- Acne scar
- Rosacea
- Photodamage

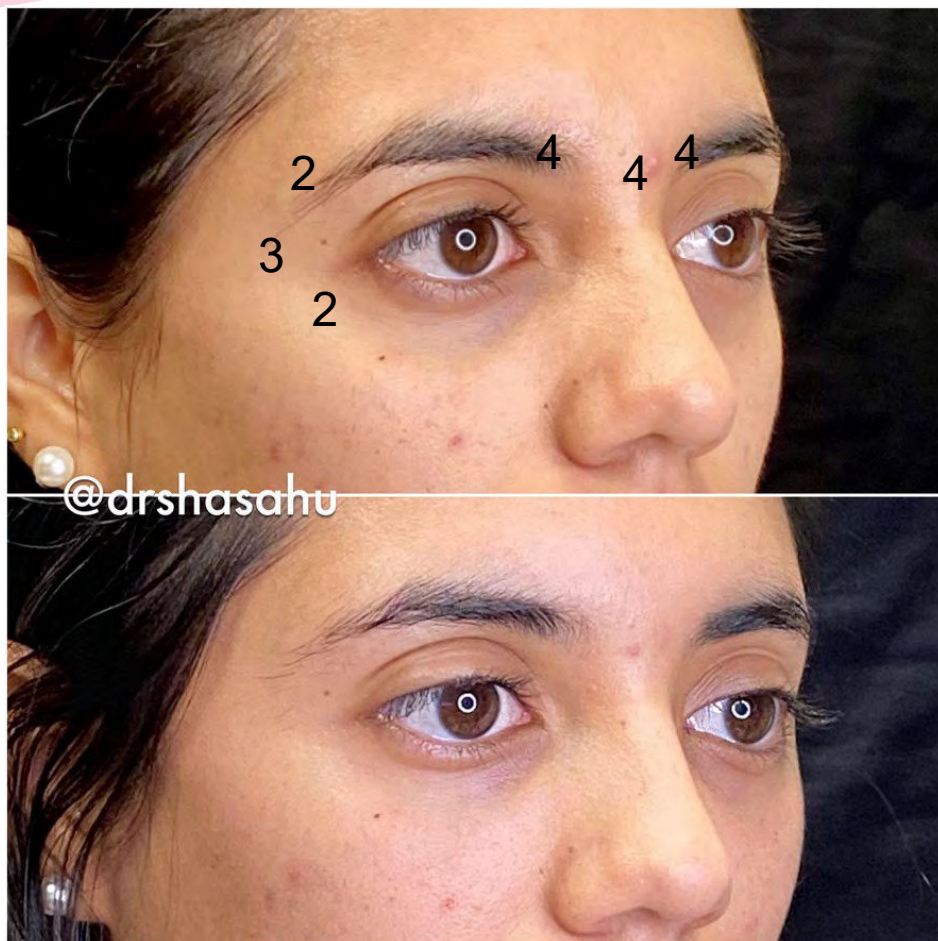
# ***Neuromodulators***

- Brow lift
- Eye shaping
- Preventative (aka “baby [REDACTED]”)
- Lip flip





# Brow Lift





**“Baby [REDACTED]”**



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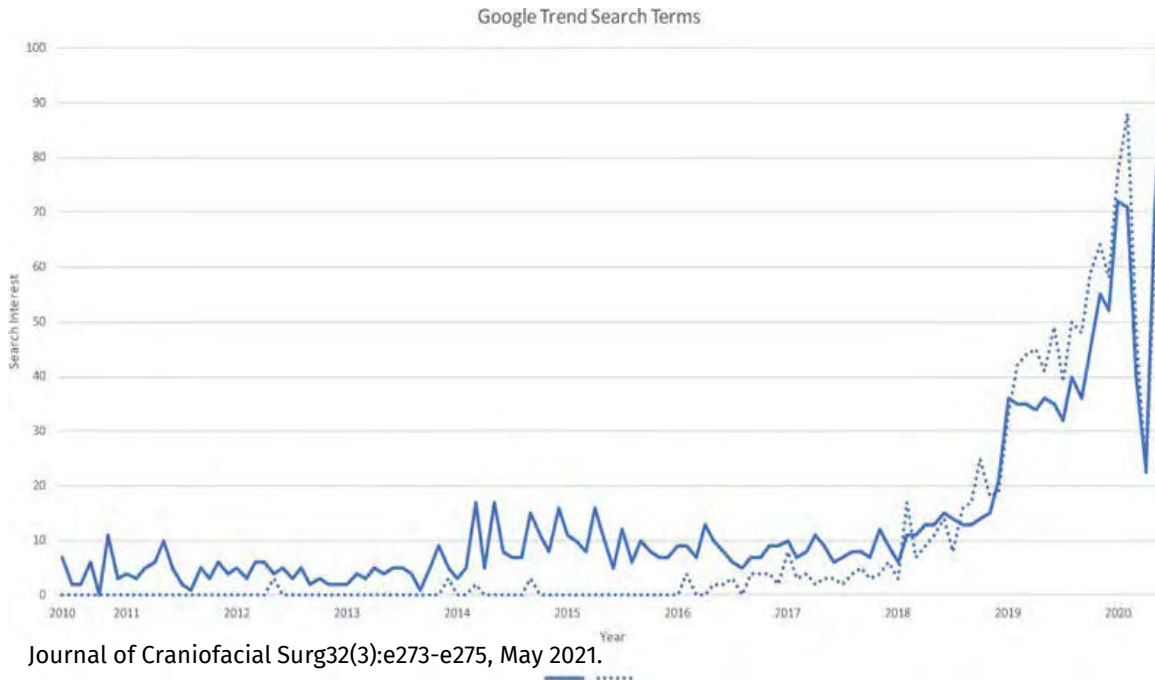


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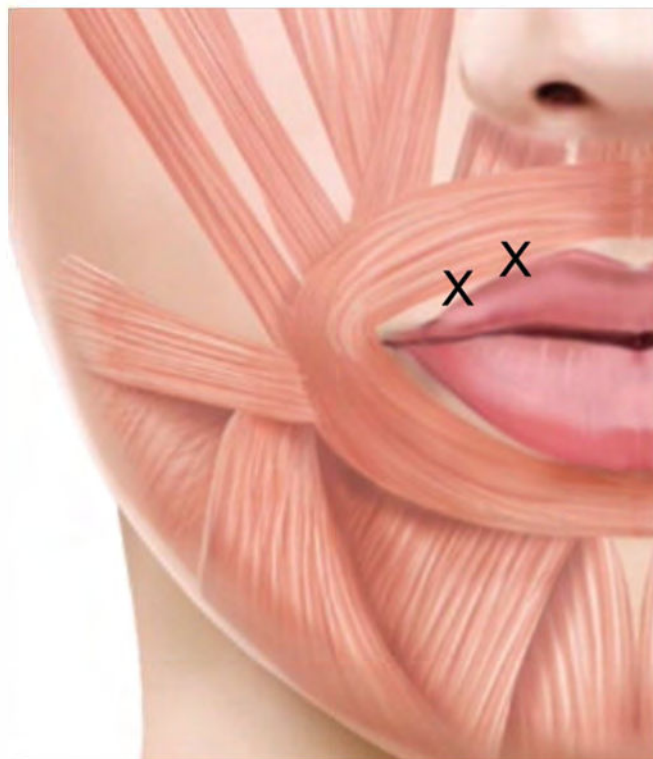




# *Lip flip*



- To improve lip contour, eversion, fullness in younger patients
  - SUBTLE enhancement
- To treat “smoker lines” “bar codes” in older patients
- **Anatomy:** target superficial orbicularis oris muscle at the vermilion border
- Avoid deeper injection to decrease risk of oral incompetency / elongation of upper lip



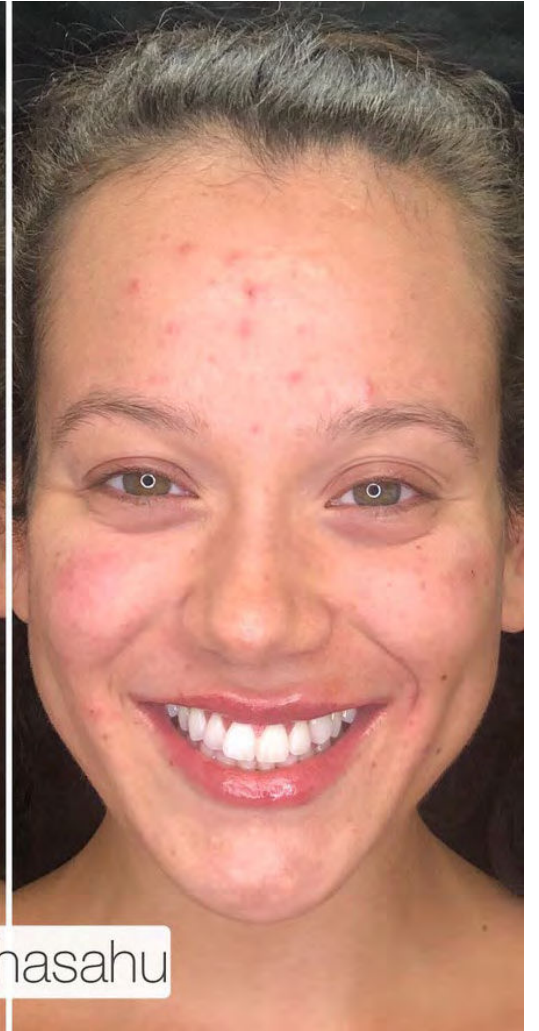
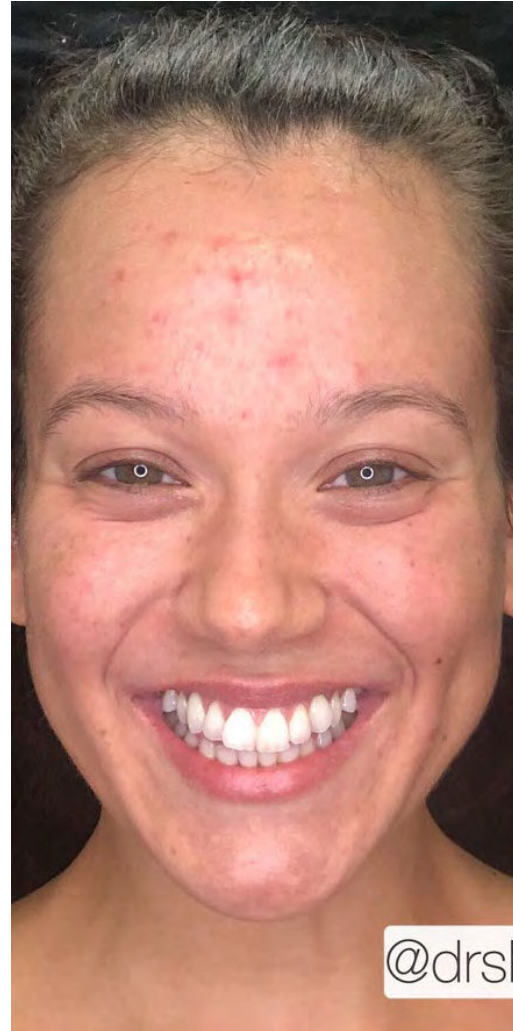
# ***Soft Tissue Fillers***

Lip filler

Undereye  
filler

Jawline  
contouring

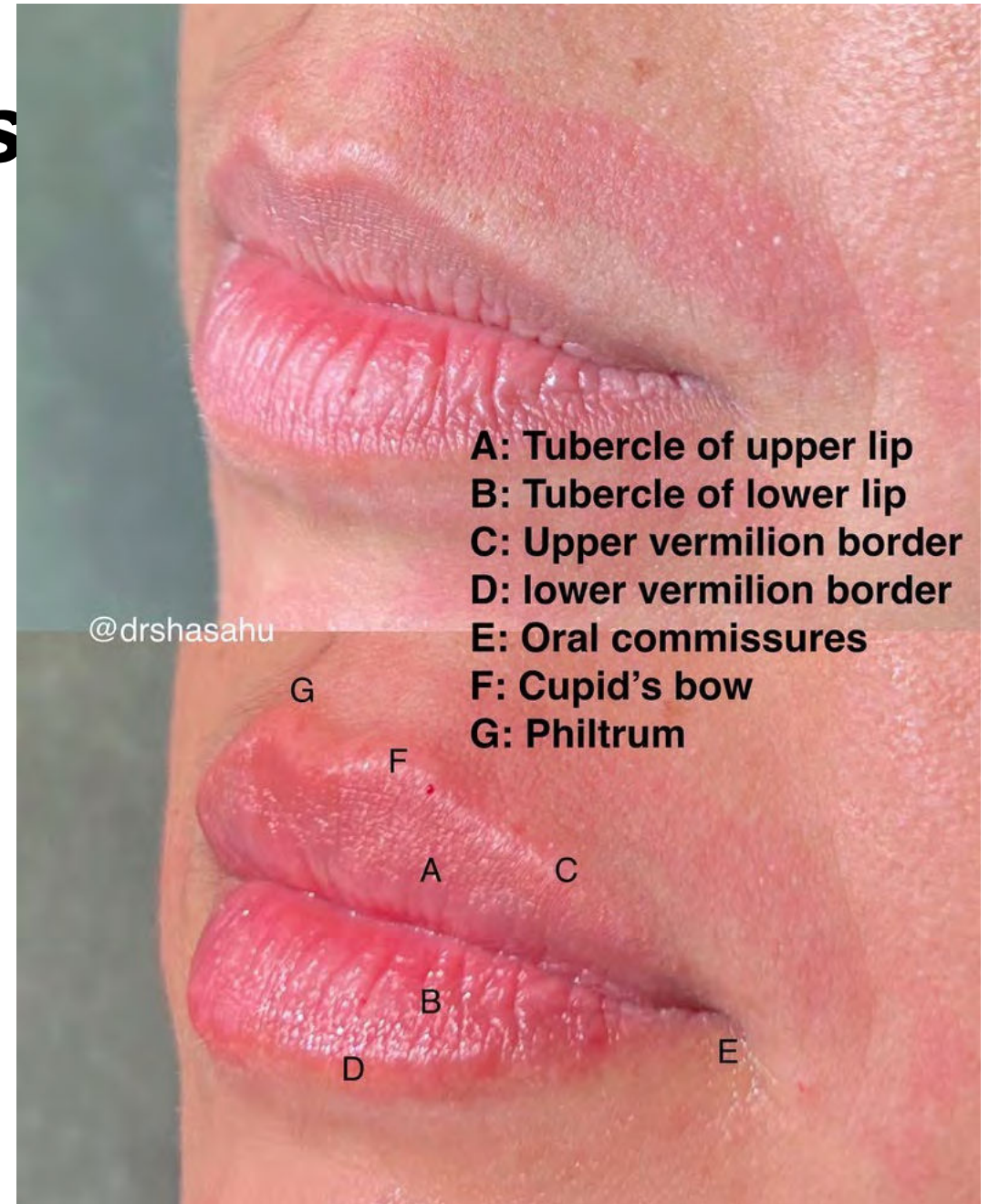
# ***Lip Filler***





# ***Lip Filler Considerations***

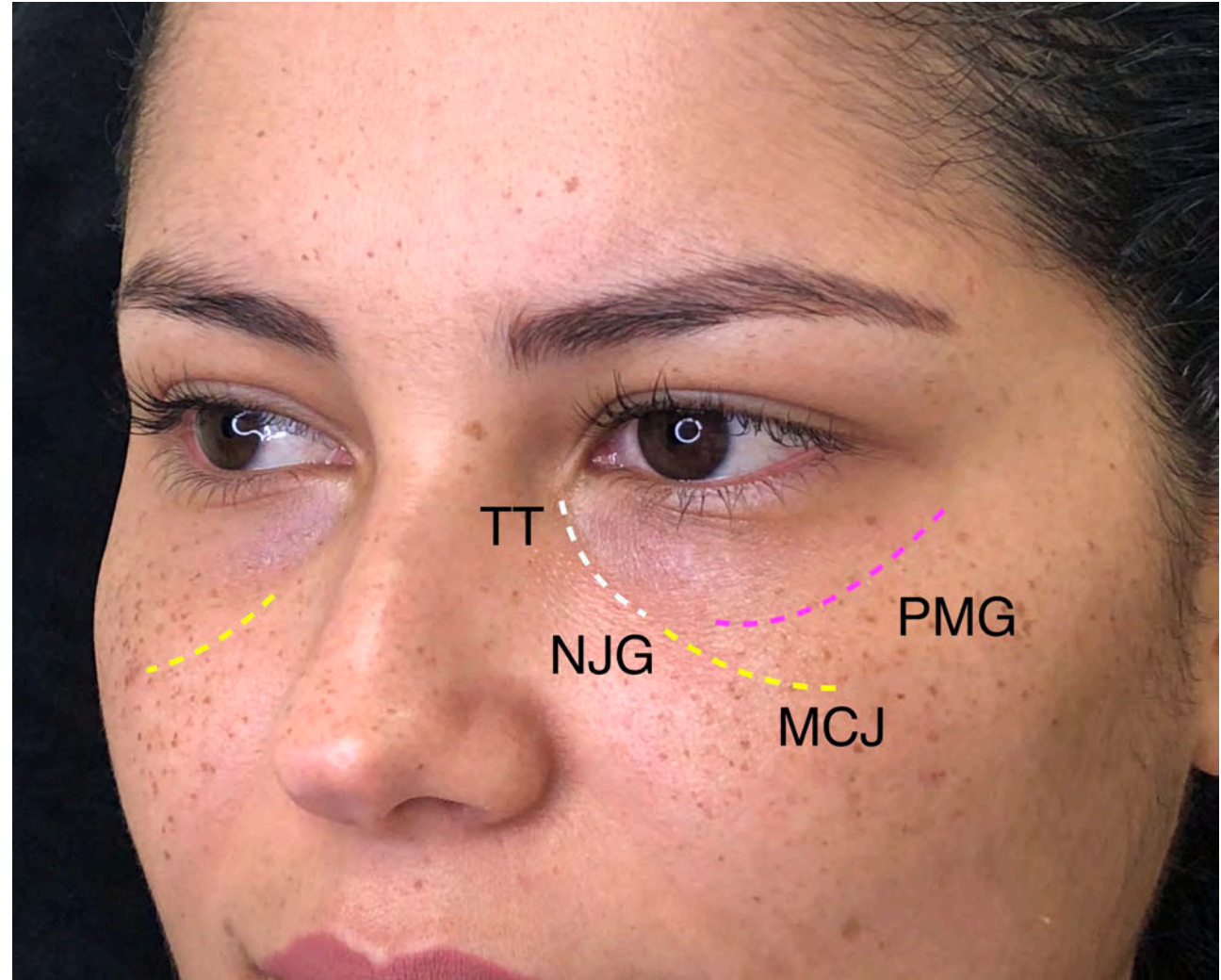
- Lip filler may be the “gateway” procedure for Gen Z (vs. neurotoxin for millennials)
- The devil is in the detail
- Manage expectation & post-procedure care
- Limit to 1ml per session





# ***Undereye filler***

- Infraorbital hollow/ “dark undereye circle” is a common aesthetic concern for both men and women
- May be the primary concern of younger patients seeking “natural” but “filtered” enhancement
- **Anatomy:**
  - Hereditary: deep nasojugal groove, suboptimal infraorbital malar complex
  - Aging related volume loss/ herniation of infraorbital fat pads, descent of malar fat pads





# ***Safe for Skin of Color***



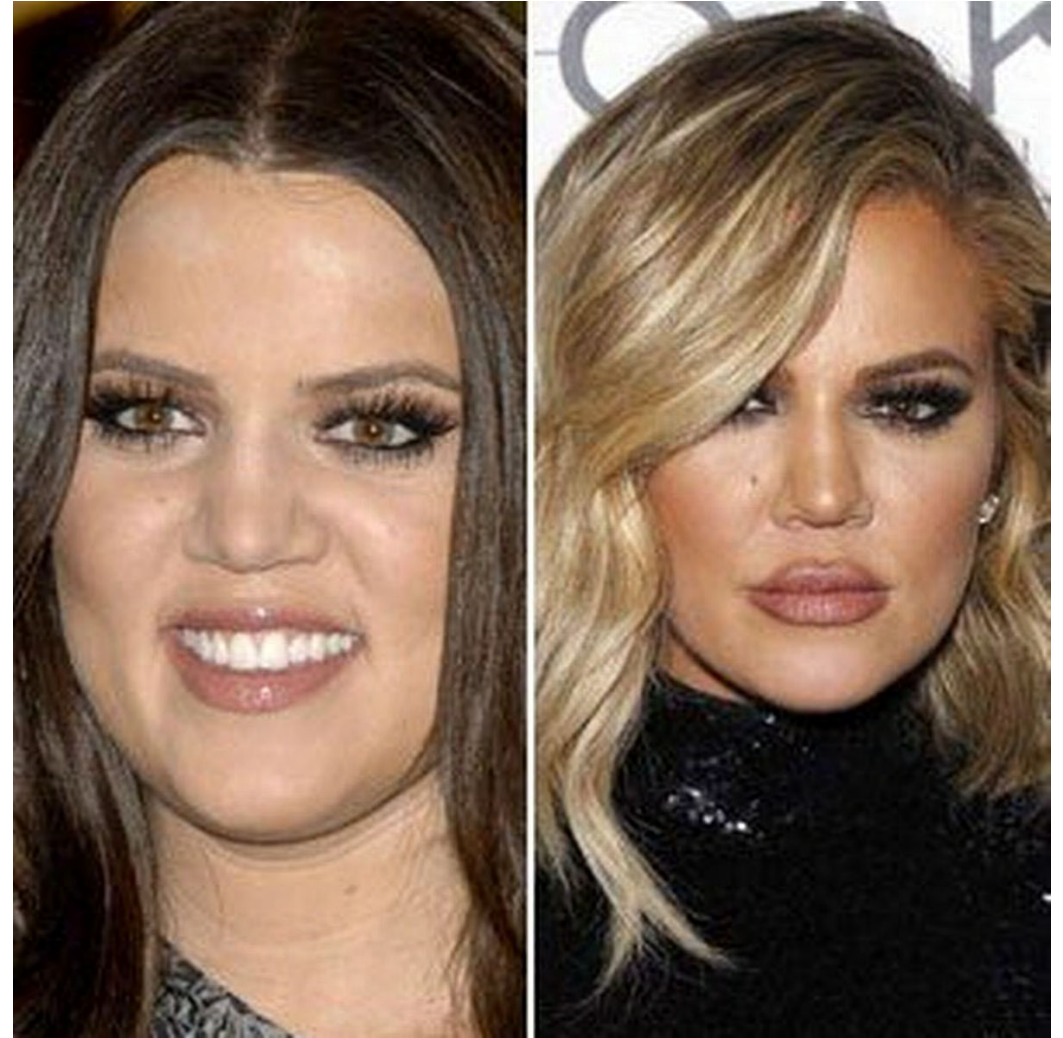
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A large, horizontal, pink brushstroke with a textured, feathered edge, serving as a background for the text.

***Jawline contouring is the  
new “lip filler”***

# ***Profile / Jawline Beautification***

- Fueled by social media/ celeb transformation
- Chiseled, snatched, contoured jawline/ profile





# ***Submental Fat Reduction***







***Chin Filler: projection, size, proportion, nasomental angle***

# ***Deoxycholic acid + filler***

**5/2020**

**12/2020**



# ***Masseter BTA + chin filler + DCA***





# ***Prejuvenation or Beautification***



# ***More Men Are Interested in Cosmetics***

## **Top Non-Surgical - Gender Identity**

### **Top Non-Surgical Procedures (Women)**

Neurotoxins: 3,474,160

Dermal Fillers: 1,777,989

Skin Treatment ( ): 1,323,811

Hair Removal: 423,861

Skin Treatment (Combination Lasers): 400,255

Skin Tightening: 374,030

### **Top Non-Surgical Procedures (Men)**

Neurotoxins: 155,882

Dermal Fillers: 69,450

Skin Treatment ( ): 47,999

Skin Treatment (Combination Lasers): 28,824

Hair Removal: 26,430

Fat Reduction: 22,513

- More men are seeking minimally and noninvasive aesthetic treatments
- ~10% of nonsurgical aesthetic procedures were performed in men by 2019



# ***The Male Aesthetic Patient - Barriers***

- Getting cosmetic treatment can be perceived as being superficial or vain
- Significant lack of knowledge on safety, side effects, and benefits of nonsurgical cosmetic procedures exists among men



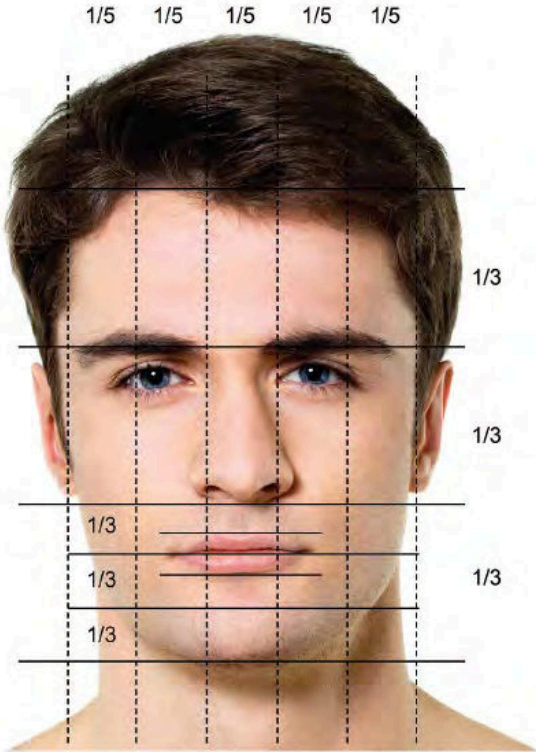
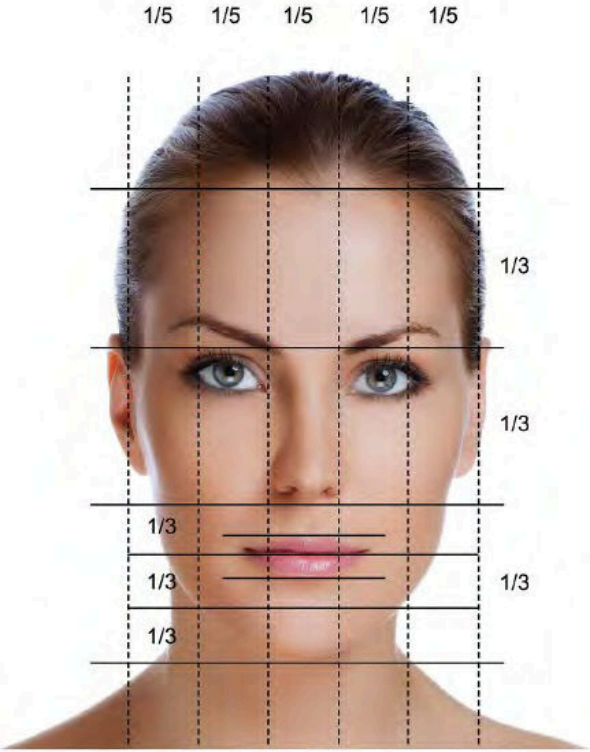
# ***Considerations***

- Men are concerned about looking feminized
- Common cosmetic concerns: hair loss, excess submandibular fat, and sunken tear troughs
- Most commonly treated facial areas: the crow's feet, tear troughs, and forehead lines

Gender Dimorphisms in Facial Anatomy<sup>10</sup>

Facial Region	Feature	Female	Male
Upper face			
Forehead	Size	• Smaller	• Larger
	Shape	• Continuously convex	• Flat inferiorly and convex superiorly
Brow	Shape	• Arched in the lateral third	• Flat contour
	Position	• High on an orbital rim that is less prominent	• Low on a more prominent orbital ridge
Glabella	Width and prominence	• Narrow • Flat	• Wide • Anterior projection
Midface			
Eyes	Orbit size	• Small, but proportionally larger in relation to the skull	• Large, but proportionately smaller in relation to the skull
	Location of upper eyelid crease	• 12 mm above eyelid margin	• 8 mm above eyelid margin
Nose	Dorsum	• Narrow, superiorly concave, and laterally concave	• Wide and straight
	Supratip break	• Present	• Absent
	Nasolabial angle	• 95°–100°	• 90°–95°
	Nostril show	• Less	• More
Cheek	Apex location	• Lateral with good definition	• Medial with subtle definition
Lower face			
Lips	Size of lower vs upper lip	• Upper lip larger than lower lip for all age groups	• Young men: lower lip larger than upper lip • Older men: lower lip becomes smaller
Chin	Width and prominence	• Narrower • Less prominent	• Wider • More prominent
Jawline/ mandible	Width and prominence	• Narrower • Less prominent	• Wider • Anterior projection

Adapted with permission from Farhadian JA, Bloom BS, Brauer JA. *J Drugs Dermatol.* 2015;14(9):1029-1034.



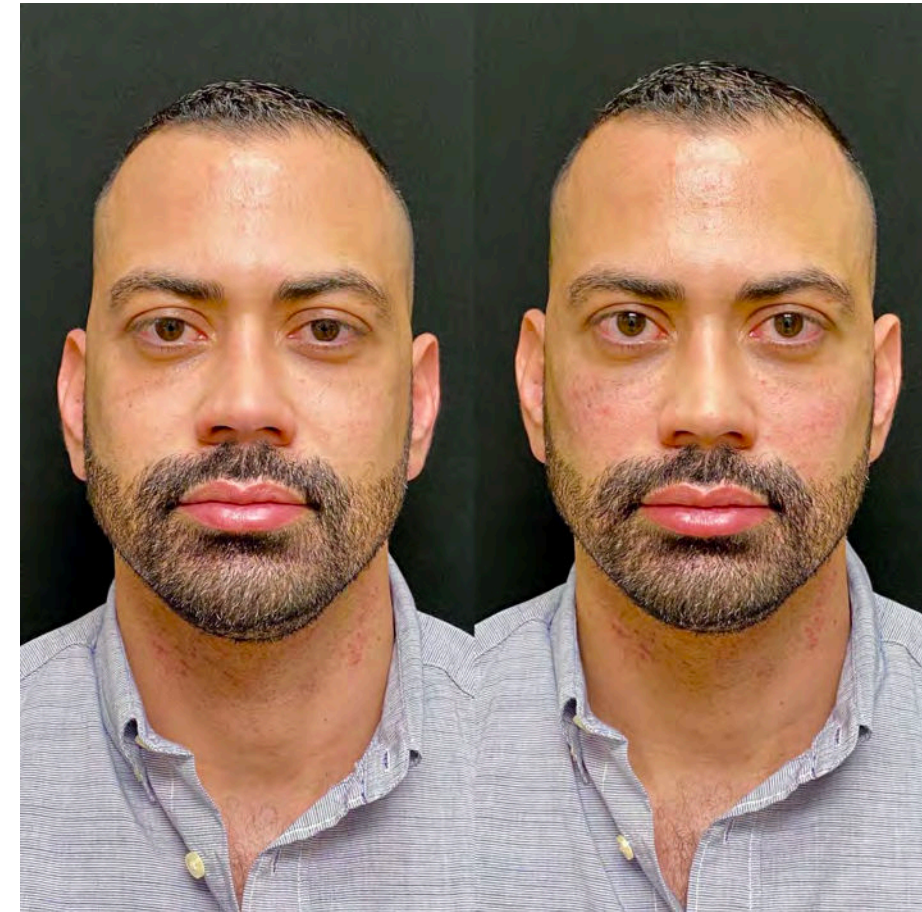


# ***Neuromodulator in Men***

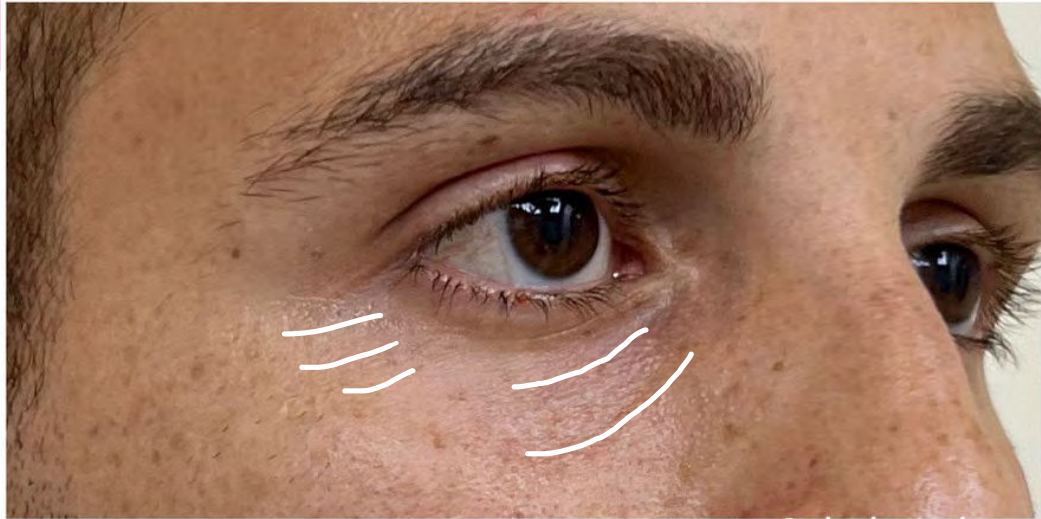
- Higher units for larger muscle volume
- To avoid arching/ feminization of the brow: Pair procerus and the corrugators with the treatment of the lateral frontalis
  - Caution around lateral superior orbicularis oculi
- Most men prefer softer lines rather than complete eradication of lines

# ***Filler in Men***

- Male temples are sunken: avoid overfilling of temples
- Zygoma / cheeks are wider, less prominent with apex of cheeks projecting inferomedially (vs. women): avoid injecting too far laterally
- Jawline/ chin filler can enhance a “masculine” appearance



# ***Tear Trough – Under-correction is preferred***



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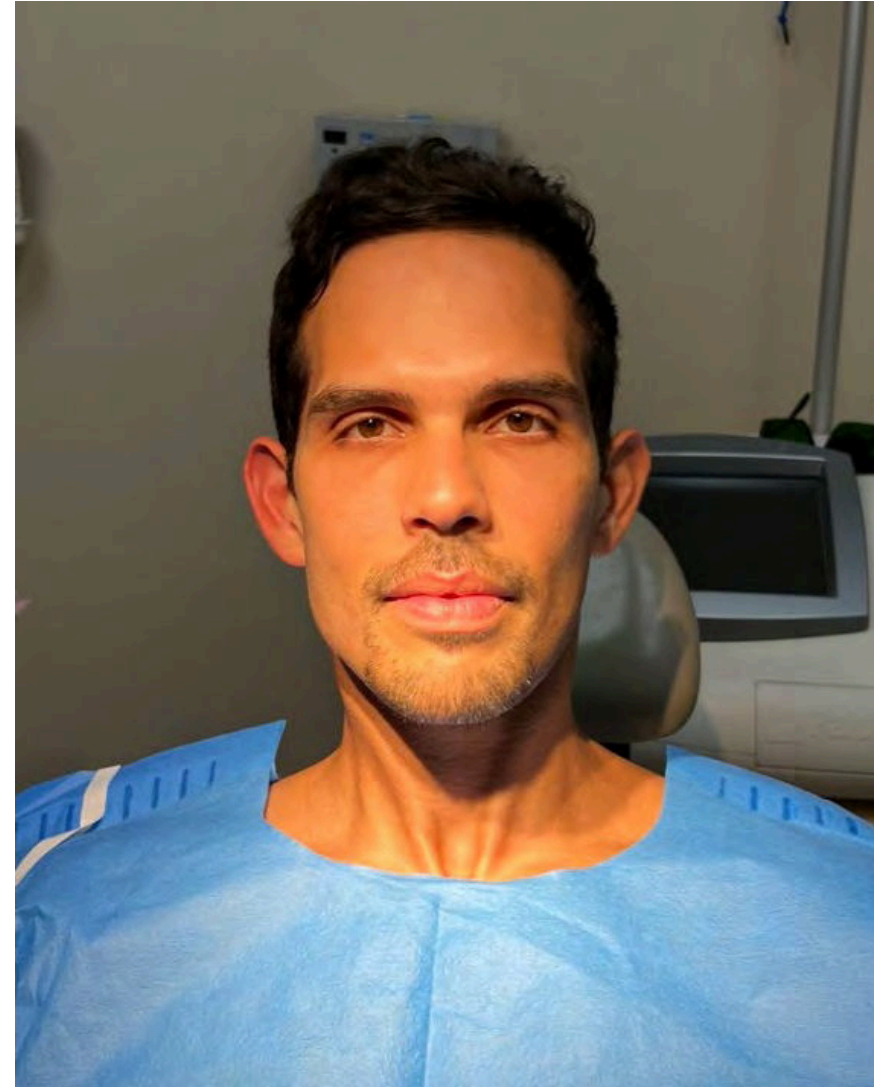
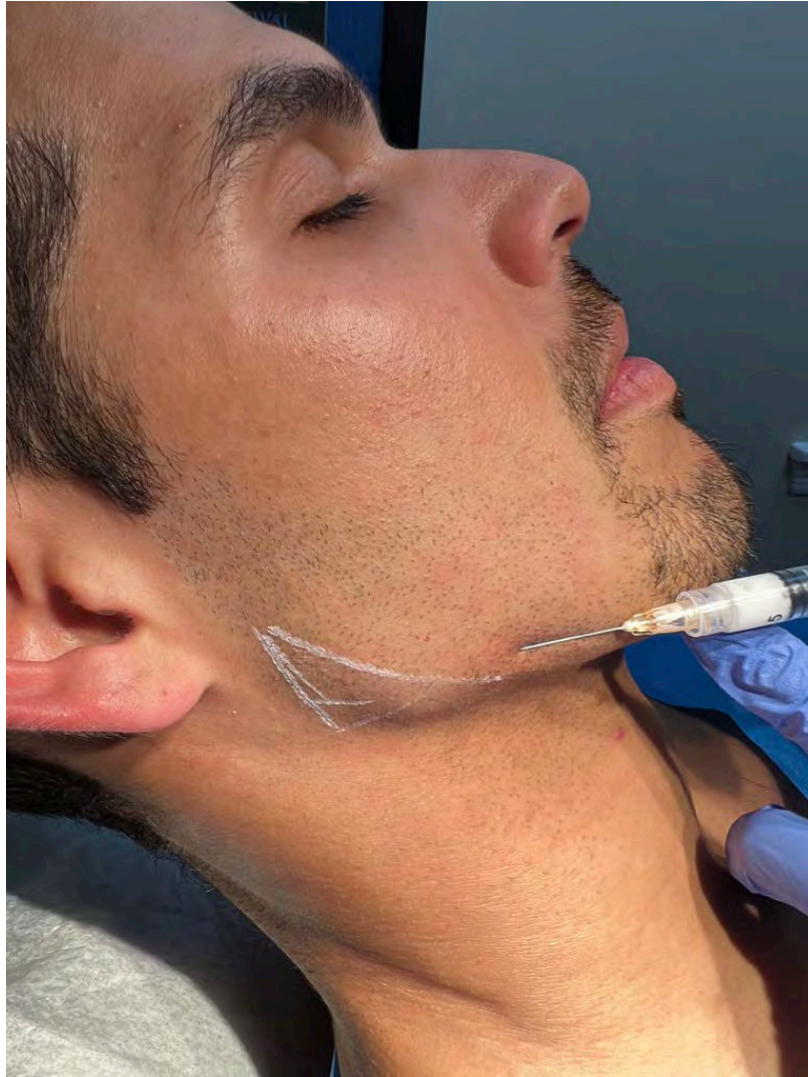




# ***Submental/ Jawline***



# ***Jawline Filler***









# ***Laser for Men***



A large, horizontal, pink brushstroke shape with irregular, feathered edges, serving as a background for the text.

# ***Practice Pearls***

# ***Social Media***

- Younger patients are more likely to seek out providers using social media
- What you project on social media is what you will attract to your practice
- Maintain authenticity and professionalism
- Build your digital assets by asking for permission to post/ share
  - Proper consent form and documentation
  - Male patients may be more reluctant to share



# ***Gen Z vs. Millennials***

- Younger patients often already know what they want (after online search)
- More likely to want more dramatic transformation, beautification
- Millennials often want long term **prejuvenation** plan
- Both groups appreciate comprehensive review on skin care, treatment options

# ***Men vs Women***

- Men are more conservative
- Men are less inclined to select procedures with downtime
- Men may need more education / counseling on common aesthetic procedures

# ***Patient Retention***

- Always bring patients back no matter how small the procedure
- Take before/after photos
- Be open to patient's concerns, debunk myths, discuss pro/cons/alternatives
- Be available and proactive in managing complications
- Maintain integrity – when in doubt say no



**Questions**

***shu@miami.edu***

**IG: @drshasahu**