

# les nouvelles *esthétiques*

AMERICAN EDITION

LNE—the magazine for skincare and spa professionals January 2003 \$7.50





# dermatology update

by Dr. Debra Price

## Questions and Answers on Men

### Products and services

*What skin care products are men most interested in? Do male patients receive esthetic services? Cosmetic procedures? How often? Is it growing?* Men tend to be interested in oil-control products, bronzing gels and sunscreens. There is definitely a growing market of male patients seeking cosmetic treatments. Although female patients still outnumber male patients, men are increasingly seeking dermatologic care. The most common esthetic and cosmetic procedures performed on men in our practice include facials, peels, microdermabrasion, laser for telangiectasia and lentigines, tattoo removal, and Botox.

### Razor burn sting

*How do you avoid razor burn?* Mechanisms to decrease friction between the razor and the skin will lessen the tendency for razor burn. Thus, individuals with a susceptibility should cleanse their skin with a nonlipid cleanser such as Cetaphil or Aquanil and apply a shaving gel or lotion such as Aveeno, at least five minutes prior to shaving. A fresh, sharp blade should be used daily.

### Bumps

*What recommendations do you have for darker-skinned men with ingrown hairs and acne bumps in the facial beard area?* Pseudofolliculitis barbae is a cosmetically disturbing problem, but fortunately new advances in laser

therapy and medical therapy have greatly improved our treatment options. Individuals treated with Nd:YAG laser have shown up to a 90 percent reduction in bump counts. Some degree of regrowth does occur, so most patients will require additional treatments to maintain the results. The use of Vaniqa can often suppress regrowth and lessen the need for further treatment. Topical retinoids and bleaching agents can improve any residual postinflammatory hyperpigmentation.

### Jocks

*What treatments do you recommend for men that develop stretch marks on their arms?* Stretch marks are more common in women, but can develop in men, especially those that gain weight rapidly or take steroids as a supplement to weight training. Although stretch marks cannot be entirely eliminated, they can be improved through the topical use of prescription retinoids, such as Retin-A, Differin and Tazorac. OTC retinal and glycolic acid creams may also be helpful. The V beam laser can improve erythema and the Eximer laser can repigment hypopigmented old striae. The nonablative lasers such as the Cool Touch and Smoothbeam lasers can stimulate collagen formation and improve stretch mark texture. Of course, men who develop stretch marks in association with steroid usage should be strongly encouraged to discontinue their use.

### Laser beards

*Are men interested in laser hair removal?* Men are definitely interested in laser hair removal. The most common areas treated are the back, shoulders, post neck, tops of ears and upper chest. Laser hair removal is also performed on the face or beard area.

### Gents vs. ladies

*Are men better or worse at taking care of their skin?* Generally, men are less accustomed to applying creams and more likely to prefer simpler regimens. Overall, men are becoming increasingly more compliant with sun protection and are also seeking topical treatments to improve their appearance. In a recent survey conducted by Allergan, Inc., 68 percent of men demonstrated interest in improving appearance. Many considered physical attractiveness and youth as important in getting ahead. ■

*Debra Price, M.D., graduated from New York University School of Medicine and interned at New York University Medical Center. She is a diplomate of the American Board of Dermatology and is an assistant professor at University of Miami's department of dermatology and cutaneous surgery. An author of several scientific papers, Dr. Price is an award-winning dermatologist and past president of the Miami Dermatologic Society in Florida. She has a private practice in Kendall, FL. To reach Debra Price, M.D., please call (305) 670-1111.*