

**Dare I Say It?**  
Janet Giampietro  
is back p. 38

**And the Arts  
Winners Are ...**  
2010 Pollak Prizes p. 61

**101 Ideas**  
Designers shine at  
Homearama p. 34



**Pizza  
Genius  
in RVA**

# Richmond

magazine

# great escapes

*From a vineyard on the Potomac to high tea at a countryside inn,  
celebrate fall in style*



3.95 OCTOBER 2010



[richmondmagazine.com](http://richmondmagazine.com)

# MEN UNDER THE KNIFE

Cosmetic surgeons are seeing an increase in male patients | By Kate Andrews

Art Pemberton looked in the mirror seven years ago and saw his father — and that wasn't a good thing, he says. Sunken cheeks, long jowls, the whole bit. But he didn't do anything about it until a friend told him, "You don't have to look like this," he says.

Pemberton, a 69-year-old Chesterfield County real-estate investor, is part of a growing component of cosmetic-surgery patients: men. He did some research and talked with his girlfriend, who has had procedures done by Dr. Joe Niamtu, an oral and maxillofacial surgeon who performs cosmetic facial surgery. Pemberton started light, with a Botox treatment — mainly because it was cheaper than having a facelift, he says. But he realized that keeping up with Botox, having shots every three months, could wind up being costlier in the long run.

So he went in for a facelift, which he says left him looking fresh-faced and relaxed. Few people would guess he is on the verge of 70. Family and friends didn't ask him if he'd had any work done, but they did seem to notice a difference in his appearance. Although Pemberton will talk about his procedures (which include a second facelift six years after the first one, plus cheek implants, eyelid lifts and laser skin resurfacing) if he's asked about them, he doesn't volunteer the information.

Niamtu, who has done all of the procedures, says that although 95 percent of his patients are women, he is seeing more men (many older than 50) come to his office.

Men make up 9 percent of patients receiving cosmetic procedures (including surgeries and nonsurgical treatments, such as Botox and laser skin resurfacing), according to the American Society of Plastic Surgeons. Nose reshaping, eyelid surgery, liposuction, breast reduction (gynecomastia) and hair transplants were the most popular surgeries in 2009, the society's figures show. And since 2000, the number of all cosmetic procedures sought by men grew by 7 percent.

"More men are coming in for liposuction in the lower abdominal and love-handle areas and chest," says plastic surgeon Dr. Neil Zimmel of Richmond Aesthetic Surgery.

Dr. Michael Bermant, a Chester plastic surgeon who specializes in procedures for men, says many of his patients are seeking corrective surgery on their chests and stomachs.

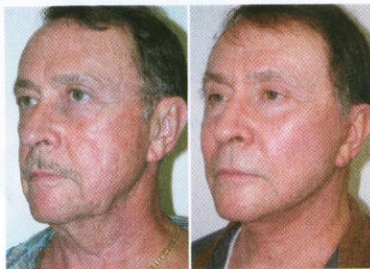
Male breast reduction cannot be done the same way as it is for women, he says, because the surgeon is changing the shape rather than simply the size. Also, scarring is an issue because men's chests are seen in public.

Bermant says the Internet changed his practice from mainly reconstructive plastic surgery for cancer patients and injury victims to cosmetic surgery for men. "I didn't select myself to become a male-contouring plastic surgeon; the public did," he says.

Niamtu points to changing role models for male attractiveness. Where the craggy Marlboro Man was considered sexy in the 1960s, pretty boys like George Clooney and Brad Pitt now set the standard. In addition, men are living longer, competing for jobs with younger people and re-entering the dating scene after a divorce.

Many male patients feel like they look tired; their problem areas are usually around the eyes and under the chin,

Niamtu says. Some, like Pemberton, also have sun damage to their skin. The key is to be realistic about what surgery can do, Niamtu says. It won't guarantee a job promotion or an active dating life, but it can make a person look and feel more refreshed. He adds, "Cosmetic surgery should whisper and not scream."



Art Pemberton (seen above in pictures taken before and after surgery) says that while close friends noticed a difference in his appearance, they had trouble pinpointing what it was.

