

# Perfect bloke combo of bit of rough and botox

By Alice Neville

ONCE CONSIDERED the domain of self-obsessed Californian housewives and Hollywood celebrities, appearance medicine is on the rise among Kiwi and Aussie blokes.

That's according to Dr Steven Liew, one of Australia's leading plastic surgeons who is in Auckland for the New Zealand College of Appearance Medicine's annual conference this weekend.

Indeed, he says our blokes — the rugged inheritors of the Anzac tradition — are using botox injections more than men anywhere else in the world.

"The cosmetic industry for men is booming," says Liew, who says about 15 per cent of patients at his Sydney clinic are

male, with that number increasing all the time.

"In society it's becoming more acceptable, but there hasn't been good background information about what constitutes an aesthetically attractive male."

The *Herald on Sunday* reported in August that babyboomer men — especially those in their late 50s and early 60s — are buying beauty products like never before.

Men aged from 55 to 65 spend an average \$30 a month on skin products, a survey showed, compared with women of the same age who spend only \$27.74.

Liew says men are essentially the same as women — they want to look more attractive.

But he thinks men have

missed out because cosmetic appearance has traditionally been so female-focused.

"A lot of men have been getting the one-size-fits all treatment, which is almost making them female. But the worst thing to do to a man is feminise him, no matter his sexual orientation."

Liew has developed "beauty templates" for men and women that are now used by cosmetic surgeons around the world.

"We want to be a little bit more conservative for men," says Liew. "If men come in with wrinkles, we want to soften the lines but not remove them."

Blokes should have square faces and an "overtly masculine, sharp curve in the middle part of the face".

The lower part of the face

## Dr Steven Liew's verdict on Kiwi manhood



**Daniel Carter**

"This is the most attractive guy. He has a very square facial shape." Although he has coarse skin and some lines, Liew would not recommend any cosmetic procedures for another 10 years.

**Mike Hosking**

"Quite a triangular face. I'd give him some fillers in the angle of the face and make it more square. I'd make his pointy chin more square and maybe soften the frown line because it makes him look quite angry."

**John Key**

"He's obviously a very happy man because he has lots of smile lines. I would maybe soften the smile lines as a preventative measure to make sure he doesn't get very deep lines in the future."

**Paul Henry**

"A nice square lower face — maybe a little bit chubby so could be narrowed down with botox. His forehead lines are minor, so I wouldn't do anything with those because they make him look distinguished."

**Michael Laws**

"He has a weak chin. I could make that more prominent with some fillers. He has sunken lower eyes — we can deal with that with some dermal fillers as well."

should be sharply angled — the traditional square jaw.

Basically, men should be a little bit rough around the edges — think George Clooney, Brad Pitt, Hugh Jackman or even New Zealand's own Martin Henderson, says Liew.

But how do you change a man's face shape without drastic surgery? Fillers and botox, traditionally used just for wrinkles, are the answer, says the surgeon.

Using the examples of well-known Kiwi blokes, Liew

demonstrates how versatile botox and fillers can be. He could use fillers to angle Mike Hosking's face and make his chin more square, soften John Key's smile lines and make Michael Laws' chin more prominent.