

Men: *About Face!*

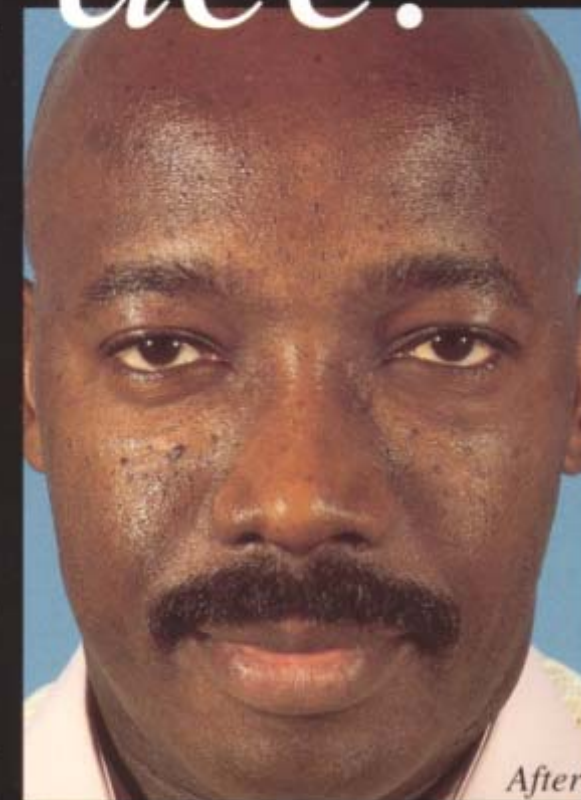
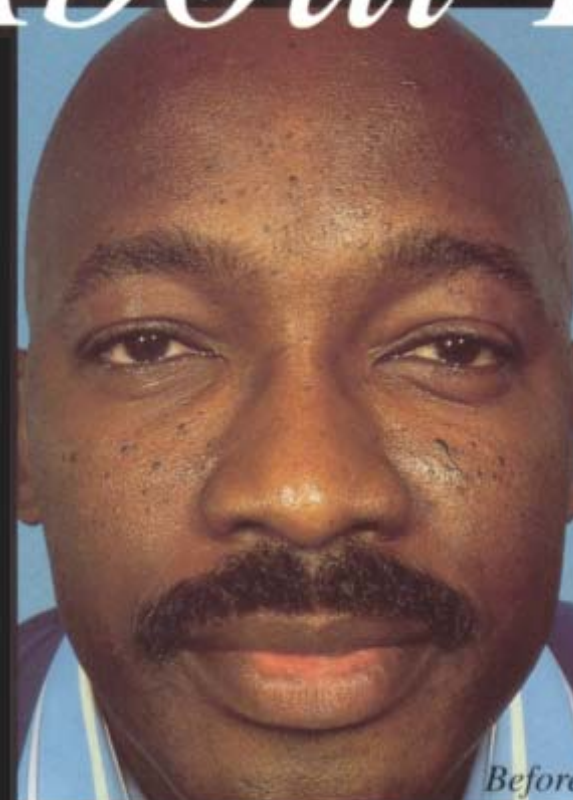
Vanity has no sex.

According to the American Society of Plastic and Reconstructive Surgeons, an increasing number of American men are having aesthetic plastic surgery.

Aside from improving their appearance, aesthetic surgery gives men a competitive edge in their professions. A survey, completed a few years ago by *The Wall Street Journal*, concluded that executives who were younger looking and more attractive received more promotions – hence better incomes. (When two people of equal standing are considered for a job, the more attractive one wins out).

Dr. Michael Evan Sachs says men want a "masculine" nose, one that is high and straight with a defined, not a pointed-tip. He employs "finesse sculpting" techniques that he has invented. Rather than breaking a nose and cutting out the cartilage, Sachs files and scrapes the upper bony portion of the nose, while for the lower part he molds and reshapes cartilage with a specially designed instrument.

Nasal sculpting procedure enhances masculine features.



Surgery which can build up the nasal bridge, thin the nostrils and define the nasal tip, brings the nose into balance with the overall features



A scooped out, pointy nose is the result of a "botched" nose job. Advanced techniques developed by Dr. Sachs can reconstruct the tip and add height to the bridge making a feminine looking nose into a masculine one