



## They Don't But We Do!

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Posing happily with husband Keith Urban at the Country Music Awards in Las Vegas this week, Nicole Kidman's dazzling smile and sparkling eyes were curiously at odds with her smooth, static forehead (left). It's led to speculation that she's "back to the Botox".

In January, the Oscar winner confessed to a magazine what's been long suspected ... she's had "help".

After declaring in the past that "I am completely natural. I have nothing in my face or anything", she told a German interviewer: "I've tried a lot of things but apart from working out and a good diet most things don't help.

"I even tried Botox but I didn't like how my face looked afterwards. Now I don't use it anymore – and I can move my forehead again."

But a large number of Australians are spending big to get all the help they can to turn back time.

A new survey by the Cosmetic Physicians Society of Australasia (CPSA) has revealed that we spend more per capita on cosmetic medicine than any other country; an estimated \$560.6 million on non- and minimally-invasive treatments in the last 12 months, an increase of 25 per cent on the previous year.

"We're seeing an increasing demand for 'walk in, walk out' treatments such as dermal fillers and line smoothing injections," says [Dr Gabrielle Caswell](#), newly re-elected President of the CPSA.

"These procedures can offer fantastic results and are far less invasive than surgery, which means shorter recovery periods and less 'social downtime'. They are generally more affordable than surgery too, making cosmetic medicine attainable to a greater portion of the population.

Men are also increasingly turning to non-invasive cosmetic treatments with anti-wrinkle treatments, skin rejuvenation and permanent hair reduction continuing to be the most popular procedures.

A survey recently released by the American Society of Plastic Surgeons revealed that facelifts are surging in popularity among US men as the country digs out of recession and the older set aims to compete with a younger, tech-savvy generation.

Cosmetic surgery procedures in men rose 2 per cent last year over 2009, including a 14 per cent rise in facelifts and a 7 per cent hike in liposuction, despite the financial downturn.

The survey pointed to a new trend among men age 40-54, who had the majority of work done, for 48 per cent of the total procedures in the entire year, followed by people age 55 and over.

"More than ever, this generation of men are pretty nervous about the younger guys they are competing with," said Phillip Haeck, president of the ASPS.

"I have never seen this before – men who are out of work and looking for a job and really feeling like they need to do something to make themselves look younger to compete," he said.

The most popular surgery for men was nose reshaping, or rhinoplasty. Next was eyelid surgery followed by liposuction. Breast reduction and hair transplants ranked fourth and fifth.

But to achieve their desired results, the approach to treatment differs significantly between men and women.

"By using the same techniques for men as we use for women, we can risk feminising our men," says [Dr Joseph Hklek](#), of Sydney's All Saints Cosmedical Clinics.

"The results we aim to achieve for men are more subtle. The placement and design of the dermal filler, for example, is completely different.

"Men have stronger muscle and this needs to be taken into consideration when using Botox. Also, men are more prone to getting 'recruitment' when using Botox: when treating one area it results in neighbouring muscle getting stronger and creating secondary effects.

"For instance, they may develop new wrinkles under the eyes when you treat crow's feet, or the Jack Nicholson quizzical look following treatment for forehead lines."