



THE NEW MID-LIFE by Rebecca Eckler.

Now men in the new mid-life also have options, way beyond getting hair plugs, or liposuction.

“Humans are visual beings,” says Dr. Peter Bray, a reconstructive cosmetic plastic surgeon (also in Yorkville.)

He says, “Five years ago, I’d say I had 90 per cent female clientele, and now, in the last couple of years, it’s 50 per cent men and 50 per cent women.”

Men, he says, are coming in for the Brazilian butt lift, thanks to the recently coined term “spornosexual,” a combination of porn and male sports celebrities influencing plastic surgery for guys.

As well, Dr. Bray gets requests “all the time” for male breast reduction. (Bye-bye man boobs!)

“That has definitely spiked over the last couple of years for men who want body contouring to get that masculine V-shape,” he explains. (Think David Beckham!) “Especially if they’ve lost a lot of weight. They don’t want all that sagging skin.”

Men (who play on BOTH teams, in case you were wondering) are coming to see him, starting at around age 35, because the stigma of “having work done” is disappearing, especially for men. Enlarged male breast reduction costs about \$7,000, and the Brazilian butt lift and body contouring costs between \$8,000 and \$9,000 depending on the number of areas that need fat grafting to sculpt and shape the buttock area. There’s no upkeep, aside from keeping up a healthy lifestyle.

“I’ve had men say to me, ‘I was at the gym and a woman double checked out my butt!’ ” Bray says.

He says, without a doubt, that both the breast reductions for men and the butt lift will continue to take off.

“With the aging demographic, more and more men want to look good, which makes them feel good,” he says.