

**FOX BUSINESS**

## Botox: the new job security for men?

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**Job security** is a real concern among aging employees in the workplace but there's a discreet trend among men who want to stay competitive in today's tightening job market.

It's called Brotox. That's right, botox for men.

<b>Ticker</b>	<b>AGN</b>
<b>Security</b>	ALLERGAN PLC
<b>Last</b>	<b>160.15</b>
<b>Change</b>	<b>-0.48</b>
<b>%Chg</b>	<b>-0.30%</b>

While the phrase may be catchy, the popularity of Botox among men has been a shot in the arm for its maker **Allergan** as well as the entire wellness industry.

Whether it's men trying to stay relevant in their current workplace or older men trying to re-enter the workforce, brotox seems to be piercing all industries.

Just this week, former vice president Joe Biden's appearance at the second Democratic debate in Detroit had many voters raising their eyebrows about the 76-year old's new look.

“Most men want a natural look without the frozen look or stigma. As baby boomers are getting older and fitness-savvy, they want to have facial features to match and also better fit in the workforce compared to younger men,” says Dr. Kevin Tehrani, a leading board-certified **plastic surgeon** in New York tells FOX Business.

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Dr. Kevin Tehrani/Aristocrat Plastic Surgery & MedAesthetics

Tehrani shared before and after photos of clients with FOX Business noting his typical male patient is younger than you may think, often in his late thirties and physically fit.

While many want to look younger, a furrowed brow can often make men appear angry or cranky.

“The forehead area ages more rapidly in men and brow wrinkles appear deeper in men because of muscle mass,” Tehrani said.

In 2018 alone, nearly a half-million men received botox treatments according to the **American Society of Plastic Surgeons**. The report suggests another 100,000 men opted for filler injections, another non-invasive cosmetic procedure.

A recent report by **Men's Health** suggests the internet is creating this new pressure on men to look younger, particularly for social media profiles.

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Botox maker Allergan has already tapped into the trend, tailoring custom **advertising** to men during major sporting events.

Barbershops are also getting in on the craze, offering brotox with a buzz cut.

Hairdresser Mark Rippon tells the **New York Post** “having popular barbershops offering this service further validates to men that self-care is OK and very normal.”

So what's the price tag for men wanting to stay looking young?

Tehrani tells FOX Business a typical brotox session costs an average of \$900 and is generally needed twice a year for maintenance. Compare that to a custom suit which can range from

\$800 to \$1,800.

Men quickly learning being a metrosexual doesn't come cheap.

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#### URL

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