



MEDICAL INSIGHT[®]

Male Aesthetic Market Study

October 2016

i. Methodology

Representing the third edition on this topic, this Male Aesthetics Market Mini Report was compiled from a wide variety of public and proprietary sources. Information was cross-checked against other data, using Medical Insight's proprietary forecasting models, and synthesized into both qualitative and quantitative analyses and projections.

Public sources that were utilized include:

- articles in trade publications, medical journals and regulatory documents
- articles in consumer magazines and newspapers
- company news releases, website information, patent documents, marketing materials and financial filings
- information from trade associations

Proprietary sources that were utilized include:

- Medical Insight's extensive database of industry and product information
- Medical Insight survey data
- industry analyst reports
- exclusive interviews with, and feedback from company executives, researchers, sales representatives, physicians, patients, consultants and other industry experts

ii. Disclaimer

Information in this study has been obtained by Medical Insight, Inc. (Aliso Viejo, Calif.), from sources believed to be reliable. While Medical Insight believes the data provided herein to be accurate, no expressed or implied guarantees regarding accuracy or adequacy are made. Product and corporate data can change very quickly and without notice. The interested reader is encouraged to contact manufacturers directly.

This study is not intended as a substitute for proper due diligence. Although an attempt has been made to provide thorough coverage of the subject matter of this report, no guarantees regarding completeness or thoroughness are made. Medical Insight is not responsible for any errors, omissions or results obtained from use of information provided herein.

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Medical Insight, Inc.
130 Vantis, Suite 240
Aliso Viejo, CA 92656 USA
+1 949-830-5409 telephone
+1 949-830-8944 facsimile
Email: mmoretti@miinews.com

M.I.I Professional Biography

Michael Moretti
President
Medical Insight, Inc.

Michael Moretti has served as a medical industry analyst and strategic advisor for more than 20 years. As an industry consultant, Mr. Moretti specializes in strategic business development projects and high-growth, emerging market segments. He provides custom reports and confidential market studies for a variety of clients, including global medical and pharmaceutical companies.

In 1993, Mr. Moretti founded Medical Insight, Inc., the leader in focused aesthetic market research offering comprehensive data on procedure volume and growth, revenue forecasts and new product introductions. Under Mr. Moretti's leadership, Medical Insight publishes global market studies and forecasts for major industry sectors such as facial injectables, cosmeceuticals, body shaping procedures, skin rejuvenation technologies and home-use aesthetic products. Medical Insight also sponsors executive business forums to address scientific developments and market trends for the investment community.

Mr. Moretti is the founder of *Aesthetic TV*[®], the first and only one-stop online resource for current, reliable information about cosmetic and anti-aging treatments. *Aesthetic TV* offers expert advice for consumers via interviews with the top physicians in the field, and unprecedented access to the latest beauty-enhancing procedures and products created specifically to help people look and feel their absolute best.

Mr. Moretti is also founder and publisher of *THE Aesthetic Guide*[®] – a digital and print publication from Medical Insight featuring in-depth reports on new products, procedures and trends, reaching over 70,000 physicians, industry executives and investment analyst subscribers globally. Special editions of *THE Aesthetic Guide* address the European market and the Asian markets.

In 2007, Mr. Moretti debuted *THE Aesthetic Show*[™], the first multidisciplinary annual business to business trade show that brings thousands of the highest profile physicians and medical professionals together in Las Vegas to learn about the newest aesthetic procedures, products and technologies in a dynamic, interactive, educational format. For more information please visit: www.miinews.com.

Contact Information:

Michael Moretti
Medical Insight, Inc.
130 Vantis, Suite 240
Aliso Viejo, CA 92656 USA
+1 (949) 830-5409 telephone
+1 (949) 830-8944 facsimile
Email: mmoretti@miinews.com
Or visit the Medical Insight website at: www.miinews.com

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Increasingly, cosmetic procedures are appealing to men. They are visiting aesthetic clinics in greater numbers than ever, primarily due to anti-aging treatments continually improving to provide better results with reduced discomfort and downtime. For years, male patient volume hovered around 5% of all aesthetic patients, but those days are gone, as the number of men seeking procedures has been spiking in recent years.

In 2015, total global procedure volume reached 58 million; of this, treatments for males represented an estimated 7 million or 12% of the total. Through 2020, total male aesthetic procedure volume is expected to rise by 8.7% per year, to reach 11 million procedures worldwide.

Sales of aesthetic products and equipment for the treatment of men totaled \$751.9 million in 2015. Through 2020, total male market sales are expected to rise by 14.5% per year, on average, to exceed \$1.4 billion. In all segments covered in this report, sales growth is expected to be higher than with female procedures, as men comprise a growing proportion of aesthetic procedures. Consistent with overall aesthetic market trends, growth will be strongest in Asia at 17.2% per year, followed by Latin America with 15.7% CAGR.

Many men are not retiring quite as early in life and have found they must compete with younger workers for jobs. This has led to more face-lifts and other anti-aging procedures to help them look younger. Another driver is the desire to look more attractive to potential partners. The divorce rate remains fairly high and a lot of newly single men feel better about themselves in the dating scene when their neck and jowls are not sagging. In addition, one of the most common procedures has been gynecomastia, or male breast reduction.

Finally, men are considering that anti-aging treatments are very obtainable thanks to media and TV programs that have demystified plastic surgery.

The single most popular segment among male patients was body shaping/skin tightening with an estimated 1.5 million treatments. Energy-based hair removal and neurotoxins were also popular with 1.3 and 1.1 million procedures, respectively. Increasingly,

men utilize body shaping as a means to obtain greater muscle definition and / or remove a few unwanted pounds.

According to Gregory Mueller, M.D., F.A.C.S., a plastic surgeon in Beverly Hills, Calif., men have grown accepting of anti-aging procedures, in large part due to recent improvements in techniques and technologies of popular less invasive, energy-based modalities.

“Consider the latest advances in radiofrequency (RF)-based energy, as well as innovations in fillers, neurotoxins and other new approaches,” he said. “The goal here has been to reduce downtime, increase efficacy and attract large numbers of people that want aesthetic procedures, but do not want invasive surgery. Skin tightening and toning treatments are growing in popularity, along with well-known procedures like CoolSculpting, which provides fat reduction safely and with no downtime.”

Among male patients, energy-based body shaping treatments have grown in popularity, said Jason Emer, M.D., a cosmetic dermatologist in Beverly Hills, Calif. “They want procedures that are more about definition rather than just fat reduction,” he expressed. “People are trying to utilize these non-invasive devices to get really defined, toned and enhanced bodies.”

Other trending areas include butt lifting, cellulite reduction, hair removal and transplantation, and penile enhancement, Dr. Emer added. “For hair, people are doing things to prevent the loss like we do skin tightening to prevent face-lifts. This includes platelet-rich plasma (PRP) injections, stem cell injections, Progesterone injections, light-based therapies and microneedling on the scalp.”

Another trend among men is lip and chin procedures, Dr. Emer shared. “Men are less fearful of coming right out and saying something like, I need augmented lips. Just as with women, with men it is possible to lose volume there. Also, as they age a lot of men want a more defined look in the jawline and chin.”

Facial contouring with fillers is going to be a big trend for 2017, agreed Shino Bay Aguilera, D.O., a cosmetic surgeon in Fort Lauderdale, Fla. “It’s mainly driven by the new millennial generation. Male beauty is all about being chiseled with strong cheekbones, a strong chin, and a square and straight jawline.”

With abrasive skin surfacing techniques a thing of the past, modern energy-based non-surgical procedures are generally safe and come with little or no downtime, as well as little or no recovery pain. Of particular interest to men are: body shaping / skin tightening; hair regrowth or removal; neurotoxins and/or dermal filler injections; and tattoo removal, which comprise the market segments covered in this report.

The third edition of this report includes new and revised material that covers the following important issues in male aesthetics:

- Male patient concerns and psychology – male patients require a different approach compared with females
- What gateway procedures are most popular with men
- How social media has significantly influenced patient outreach and marketing
- Younger generations are more cosmetically adventurous and conscious about aesthetic procedures
- Both straight and gay men seek out similar procedures
- More men are willing to do treatments preventatively

Figure 4
Worldwide Procedure Fees for Male Aesthetic Market, 2015 – 2020

