

Male Plastic Surgical Procedures A Big Hit in Middle East

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Experts said on Monday that 20% more men in Dubai went under the knife as compared to those in other countries. Also, it was stated that the anti-aging business here and in the Middle East is "recession proof";

{mosgoogle}Cosmetic surgeon Luiz Toeldo, also a member of the Dubai Congress on Anti-Aging and Aesthetic Medicine (DCAAAM), said, I do more breast reductions in men than I ever did before. Lots of men here (in Dubai) are overweight and come for body lifts where we remove all the excess fat from the abdomen, breasts and arms.

The DCAAAM stated that, in 2008, antiaging treatments collected \$162 billion worldwide. Moreover, health facilities in the Middle East are leading the way to the growth of the industry.

{mosgoogle}The DCAAAM did not provide estimate figures for the year 2009. But it reported that in 2008, the skin, facial, and hair care and body shaping sector earned \$64 billion and was projected to earn \$105 billion by 2013.

Max Sawaf, who is the chief executive of the Cosmesurge Middle East, mentioned in a statement that Despite the downturn, we have seen an increase in procedures particularly amongst the local population who would have previously travelled to Europe and Lebanon. He added, They are now realising the importance of the latest technology and aftercare so are staying in the region.

Maria Khatta, the managing director of Aesthetica Clinic Dubai, stated that the male population is getting more fascinated with cosmetic surgical procedures, in particular, in permanent hair removal and skin refining. She said, In times of hardship and financial struggle, people want to boost their self confidence. Minimally invasive procedures are allowing people to gradually improve their appearance and their sense of well-being, while having full control over their budget.