

# MANHATTAN BEACH PLASTIC SURGERY

JAY W GRANZOW, MD, MPH, FACS

14650 Aviation Blvd., Suite 210,  
Manhattan Beach  
310-882-6261  
manhattanbeachplasticsurgery.com

## SERVICES OFFERED

Liposuction (abdomen/flanks/under-chin)  
Facial Rejuvenation (eyelid lift)  
Injectables (Voluma, Juvederm, Botox)  
Aesthetic Plastic Surgery

## Q&A

### HOW IS SILICON BEACH CHANGING PLASTIC SURGERY TRENDS IN THE SOUTH BAY?

"Silicon Beach is real, and we all know that this industry is obsessed with youth. Over the last 10 years I have seen a dramatic increase in professionals in this industry seeking plastic surgery to maintain their youthful appearance. They want to continue to look energetic and driven. At the same time, they want to keep their procedures unnoticeable when they return to work."

### WHAT IS YOUR ADVICE ON BOTOX FOR MEN?

"Men are becoming more proactive about their facial lines and wrinkles. Increasing numbers of my male patients—even in their 30s—are seeking Botox for the face and around the eye area. Botox for men is very different than Botox for women. It is important to preserve masculine features and avoid over-treating the face to erase all lines."

## SHARED TIP

As men age, increased fat pockets develop in areas such as under the chin and around the belly and flanks that do not go away with diet and exercise. Removing these extra fat pockets with liposuction allows shaping and contouring to achieve a more lean and athletic appearance. That is why liposuction is the most popular plastic surgery procedure performed for male patients.

### WHY ARE MEN SEEKING EYELID SURGERY?

"Eyelid surgery is one of the most popular procedures for men. For most men, signs of aging are more prominent around the eyes. The goals of the procedure are to preserve vitality and vigor and prevent the appearance of fatigue. I focus on creating a result that is natural, masculine and not overdone. This is a relatively minor procedure that can result in significant improvement to combat aging."

### WHAT IS A COMMON MISCONCEPTION ABOUT PLASTIC SURGERY FOR MEN?

"That few men seek plastic surgery. The number of plastic surgery procedures performed for male patients has increased over 325% from 1997. The top five plastic surgery procedures for men in 2015 were: liposuction, nose surgery, eyelid surgery, male breast reduction and facelift."

## RECOMMENDED

For men who are not familiar with plastic surgery, I would recommend starting with non-invasive treatments such as facial fillers and Botox. These treatments can energize the face with little down time. They can be performed in the office in a single visit.

“Silicon Beach is making waves on plastic surgery trends in the South Bay.”

## OFF THE CLOCK



Recently we took Max (3) and Cora (1) to the LA County Air Show. Max was wowed by the planes flying overhead. The Navy Blue Angels and the Pearl Harbor reenactment were our favorite demonstrations. Max also loves to help me with remote control airplane projects.

