

THE GLOBE AND MAIL

PUBLICATION:

The Globe and Mail

March 28, 2005

PAGE: **A8**

FOCUS:

Calf Implant Surgery

A8 · CANADA

THE GLOBE AND MAI MONDAY, MARCH 26, 289

Men feeling 'same forces' as women to look good

BEAUTY from page Al

Mr. Boy, who was 24 when he had

Makeave. The latter has chronicled the surgical transformations of several men, including a lawenforcement officer, an opining artist and a man who had been wrongfully convicted and sen-unced to death.

Instead, the male body is being 'disposed in many ways," said Micharl Atkinson, a sociology profesnor at Hamilton's McMaster University who is halfway through a three-year strady into Canadian men's uses of cosmenc suggery.

'All these things sort of crystallize and sort of put some pressure on young men to do this and to think about this."

at three years. The man, who was in his early 50s, started out with a nose jult. then got his eyelids lifted. His face looked so good, Pmf. As-kinson said, that he got a hair transplant, then liposaction = 15-

Calf measures and the male anatomy

More men are seeking perfect bodies through cosmetic surgery, writes social trends reporter JILL MAHONEY

authors Roy's friends swed to call him a fing _ and not only because he was a manplanted Quebecker listers in Toronin the cases were "the mortipiets really. Her brig logs," so scrawby that he shied away from weather shorts, going to the brack and play.

s summe and more men, including those who are in their 20s and even teen

In the United States, the number of cosmetic procedures performed on men has more than tripled since 1997. Males got 10 per cent of all enhancements last year, according to the American Society for Aesthetic Plastic Surgery.

Mercs intrest in counetic our gory is in line with an overall exploe of suppling and mcking, for 2004, the society said the number of surgical procedures in the U.S. jumped 17 per cent over 2003 her-els. When considered along with non-surgical treatments, such as laser hair removal and Boton injections to smooth our wrinkles, the figure soared 44 per cent.

As plastic surgery becomes more common, the stigms of going under the knife is alipping in part because of a host of celebrines including Joan Rivers, Cher, Parms la Anderson and Patricia Heaton of Encrybody Loves Raymond — who have openly discussed their sevi-

Even ordinary loss are being frutured on prime-time teality shows such as The Sigust and Extreme

After years of trying to bulk up at the gym proved fruitless. Mr. Iter forhal over \$6,000 to a plante sur-torhal over \$6,000 to a plante surgoon to mare, sticone unplants in-

to his calves.

I just leek a lot better about my a part rees a un necret annut my self. It's the when you get an arnat-ing new howest ut you decale to de-your har a different colone or you bury a shirt that you really like," the

men to do this and or thenk about this.

"These guys are saying, "Yeah, everybody is talking about this. Everybody is sort of reinforcing this es the norm. I want to look like a masculine body. I want to look like a healthy body. I want to look like an attractive body I want to look like I care and have a sense of morollity and othics about my body."

Prof. Atkinson, who said some men have a striking lack of knowledge about risks and side effects. said so-called minor treatments appear to be "pathways" into more serious surgical procedures.

This is what we have to be aware of right now, as we start seeing this mustrooming of the younger populations into this and kids who are 15 and 18 now speaking about wanting plantic surgery."

He told the story of one man who underwent five procedures in

25 year old marketing student said

"in scally helped ove in get a lot more self-extrem about report. You enthrierd and I just have the belong that it's all because of this, and it aminds a bit silly but that's really the way theel."

See BEAUTY on page At

expopularity, and Mary Duly or, the doctor who operated on Mr. Row's cultures.

Also common, but rarely dissurgery to correct a condition that is often the result of hormanal imbalance or weight gain.

Byon Tucker, a 21 year old In-tento waiter, bad such an opera-tion, which can cost about \$8,000, last year after years of emburgasment and tenning. The results have made a big difference he now wears thin T-shirts in the summer

inwrad of heavy clothing. 'I definitely feet a lot better about my body. It's given me a little ore confidence in seems of being able to stick my chest out and walk around," he said.

"It's all about the confidence fac-

As a kirl. Scott U'Leury was called Dumbo because his ears stack out. by January, the 20-year-old construction worker from Alliston, Out., supplies of Burrie, had them pinned back. The \$3,000 uperation "makes me look a little bit better and I feel a little bit better.

"I think plastic surgery is per feetly fine, to be honest with you," he said. "Because, what the helfwhy look good when you can took

Dr. Marc DuPéré is one of only two doctors in Canada that perform calf implant surgery.