

FASHION & BEAUTY

Men are paying up to \$250K for facelifts: 'They all want to look younger'

By Brooke Kato | Published March 2, 2024



Many men want to look like their favorite A-list hunks, including Brad Pitt.

Fellas, want to look pretty? It'll cost you a pretty penny.

Cosmetic procedures are expected to boom among men in coming years, according to surgeons of the American Academy of Facial Plastic and Reconstructive Surgery [AAFPR].

Doctors are already seeing an influx in image-conscious males seeking pricey procedures, including facelifts, which can cost up to \$250,000.

"It's the men driving the demand this year," one Beverly Hills-based insider told NewsNation's Paula Froelich on Saturday. "They all want to look younger."

"The rise of minimally invasive options seems to be slowly closing the gender gap when it comes to facial plastic surgery," said Dr. Sherard Tatum.





In January, unsubstantiated reports swirled that Brad Pitt, 60, had gone under the knife, with fans touting him as a real-life Benjamin Button.

Aesthetics expert Dr. Jonny Betteridge speculated that the heartthrob had a facelift, while experts allege to the Mirror that he has a “telltale” scar near his ear that would indicate the surgery.

Pitt has not addressed any rumors.

Meanwhile, it’s not just aging men undergoing serious plastic surgery.

According to the docs, there’s also a boom in males aged 35 and under seeking less invasive procedures

“As minimally invasive technology continues to advance, this opens the door for more men to get discreet, quick-to-heal cosmetic treatments,” Dr. Sheppard Tatum, the president of AAFPR, adding that there are a wealth of options for men.

NYC admirers of David Beckham are flocking to surgeons’ offices to request his “almond-shaped” nipples, with the procedure able to be done on a break from work.

“It’s definitely a growing trend,” Manhattan plastic surgeon **Dr. Elie Levine** told the Daily Mail.

“Men are continuously becoming more and more conscious of how they dress and how they appear.”