



What Men Want

Attracting and serving male aesthetic patients.

Are you looking for a way to expand your medspa or aesthetic practice? If your practice is like most, it is marketing to only 50% of the potential aesthetic market. Women have long been—and remain—the primary customer base for aesthetics. But, ignoring men means you may be missing out on a 10% or greater growth opportunity. According to the American Society of Aesthetic Surgeons annual procedure statistics, in 2019 male patients accounted for 10% of botulinum toxin treatments, 10% of laser skin resurfacing treatments and 12% of noninvasive body contouring procedures.

Men of all ages are showing interest in aesthetic procedures, often to help them stay more competitive in the job market and on the social scene. This is reflected by the steep growth in the Men's Personal Care Market,

which is growing at a compounded annual rate of 5.4% and is projected to reach \$166 billion in 2022.

It is not only outcomes that are driving men to medspas and aesthetic practices. They are also becoming more interested in self-care, according to Jim Croghan, CEO of Identity Hospitality. "Men are becoming increasingly aware of the health and wellness benefits that these treatments offer. In most cases, they are overworked, stressed and tired, so they're looking for a respite from the craziness of their jobs and family life, and appreciate the calming atmosphere that spas provide," he says.

REACHING MALE PATIENTS

The fastest, least expensive and most effective way to make more men aware of your treatments and services

Train your staff to discuss male treatment options with female patients. Host educational open houses and invite your existing female patients to bring the men in their lives to the event.

is to tap your internal database. A significant portion of your female patients have husbands, boyfriends, fathers, brothers and sons, all of whom are prospective patients. Therefore, it's important to include pictures of men as well as women in your print and digital marketing materials and in your waiting room video loops.

Train your staff to discuss male treatment options with female patients. Host educational open houses and invite your existing female patients to bring the men in their lives to the event. An example of a men's event is an Olympics or sports-themed event that includes drawings for cigars or sporting event tickets or even a sports car as the prize.

The results of a survey of 209 men who had visited a medical spa, published in the September 2018 issue of *Drugs in Dermatology*, found that the majority of male respondents incorporate a basic skin care regimen into their daily routine (90%), have had experience with neurotoxin treatments (54%) and expressed interest in either neurotoxin or dermal filler treatments (77% and 83%, respectively). The main motivating reason to undergo a cosmetic procedure was pursuit of a youthful appearance and the main discouraging reasons were cost and time for appointments or recovery. Educational topics, therefore, should include more cost effective and low downtime procedures, such as noninvasive fat reduction and magnetic muscle stimulation, injectables, microneedling, hair removal and nonsurgical hair restoration services.

REACHING MEN IN YOUR COMMUNITY

As with female patients, community involvement is key to attracting male patients. Supporting charitable events and speaking to local community groups and making special mention of the growing number of men seeking medical cosmetic procedures as well as the services most popular with these patients can help encourage curious attendees to reach out.

You also need to think about the media that men in your community consume and reach out to them through these channels. This could include sports, outdoor

and automotive channels and websites. Focus on the outcomes they are seeking, such as healthier skin, fewer wrinkles, more toned physiques or hair growth. Promote skin care products that have dual purposes, such as sunscreens with anti-aging ingredients or an after-shave with mandelic acid and brightening agents to even skin tone and reduce wrinkles.

ROLLING OUT THE WELCOME MAT

In addition to creating targeted marketing messages, look at your waiting room and treatments rooms? Do they look and feel gender neutral or more feminine? The idea is to create a gender-neutral zone or perhaps even a separate waiting or relaxation area for male patients. Consider using colors that are more masculine in this area—navy blues, darker greens or tans.

Women tend to be more informed about aesthetic treatments than men, so be sure to provide educational materials on your services—both on your website and in office in the form of printed materials.

Men are not always as open as women in communicating their concerns, wants and needs, so you and your staff must listen carefully during phone calls and consults, and ask questions to tease out their aesthetic goals.

Once they make it into the office and find a provider they feel comfortable with, men are very loyal patients. While it may take some extra effort to redesign marketing materials and collect testimonials and before-and-afters as you build a male clientele, the pay-off can be substantial in terms of practice growth and word of mouth. **ME**



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