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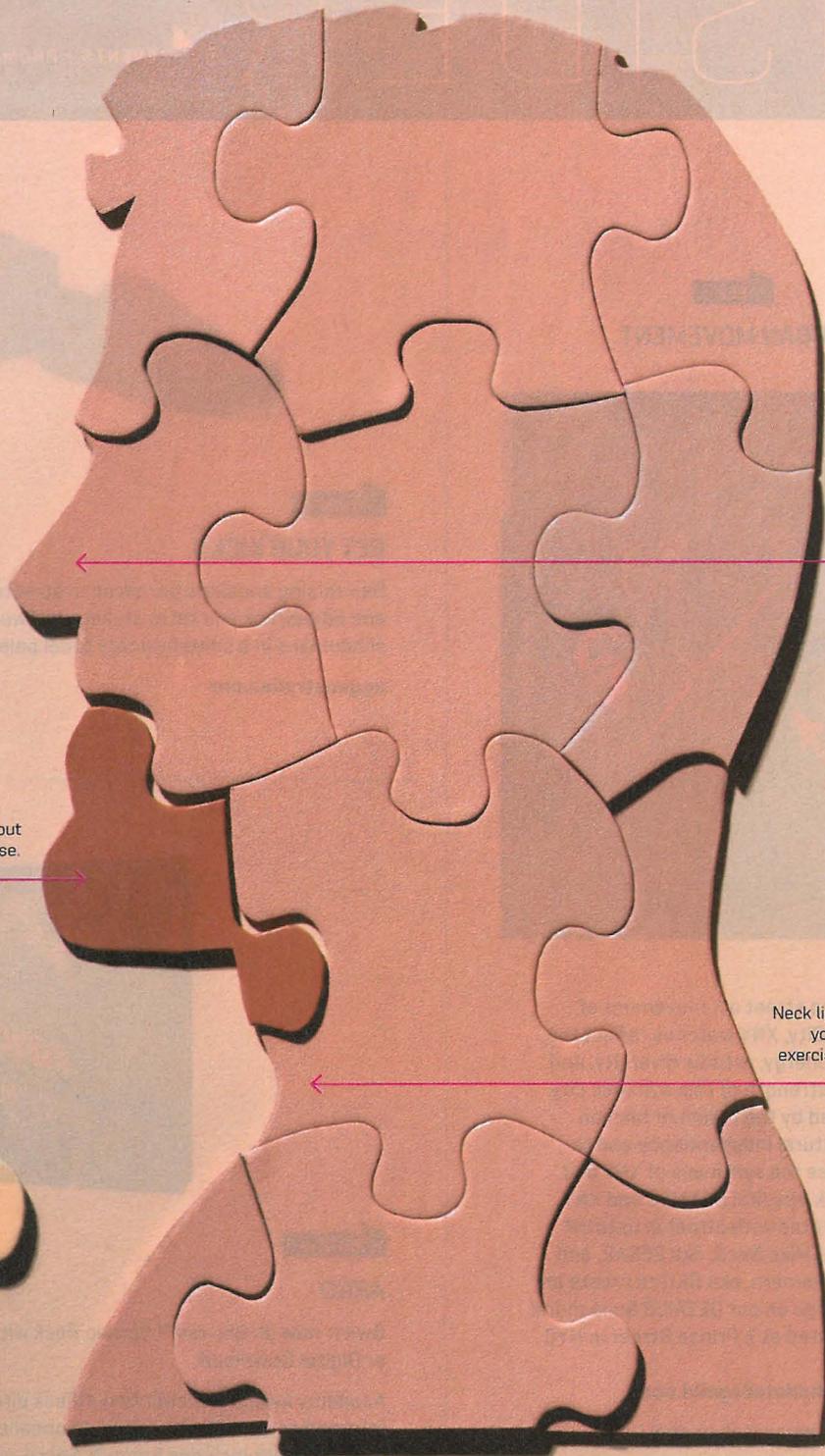
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# BUILDING THE PERFECT FACE— PIECE BY PIECE



Out: Chop jobs.  
In: Subtly shaving  
down bumps.

Chin implants  
help balance out  
a powerful nose.

Neck lipo slims  
you where  
exercise can't.

INSPIRED BY THE RUGGED JAWLINES SO POPULAR IN HOLLYWOOD, MEN ARE TURNING TO PLASTIC SURGERY TO SCULPT A MORE MASCULINE FAÇADE. NOW THAT GOING UNDER THE SCALPEL IS CHEAPER, FASTER, AND LESS PAINFUL THAN EVER, SOME ARE HAVING SECOND OR EVEN THIRD ROUNDS OF NIP/TUCK PROCEDURES. ARE YOU READY FOR A LITTLE WORK?

**DESPITE BEING CHRONICALLY SLEEP-DEPRIVED AND frequently hungover, not to mention regularly stressed by the 13-hour days he puts in as a banker in Manhattan, Nick (not his real name) looks remarkably well rested and considerably younger than his 31 years. His secret? Six months ago, Nick went to New York City-based plastic surgeon Stafford R. Broumand for neck liposuction, a half-hour procedure that yields a more dramatic jawline. "If you work hard and play hard, it's impossible to keep your neck as tight as you want," Nick says. "I was already busting my ass working out four days a week, but nothing was happening there, so I figured why not?"**

Nick's desire for more masculine facial definition represents the new front line of cosmetic surgery for men. In faces, as in fashion, what's hot changes. Square jaws (think Jon Hamm, Michael Fassbender, Daniel Craig) are in, replacing yesterday's pert-nose-and-dainty-chin combo (Leonardo DiCaprio, Zac Efron, Tobey Maguire). "There's less of a desire now for a conventionally beautiful white-bread face," says Dr. Steven Teitelbaum, an associate professor of plastic surgery at UCLA School of Medicine. "People are embracing strong features like ethnic, nontraditional noses." For example, in lieu of full-on rhinoplasty, many men are balancing their naturally big noses with chin implants (which have recently spiked by 71 percent, according to the American Society of Plastic Surgeons) or opting to have their noses trimmed back. (Doctors can shave down the bone and cartilage with a file.) "I did a rhinoplasty and a chin implant on a famous actor who had a monster nose and no chin. We left a bit of a bump in the nose, so it still looked like his, just a better version," says Dr. Darrick Antell, assistant clinical professor of surgery at Columbia University. "No one, including

the producer on his next project, noticed he'd had a nose job."

Fortunately for the time-strapped power player, facial surgery can now be fit into the tightest of schedules. "Instruments have gotten smaller, which means incisions are smaller and heal faster," Antell says. Micro-liposuction can clean up the jawline—which can become slack when you're in your thirties because of excess fat or sun exposure—in half an hour under mild sedation, with no sutures and only minor bruising. Some new procedures don't require any slicing—Ultherapy, a nonsurgical face-lift, uses ultrasound technology to heat the skin, causing collagen (the fibrous protein that gives skin its elasticity) to contract while stimulating the production of new, tighter tissue. "This is an ideal procedure for guys in their thirties who are starting to see some skin laxity. The results are subtle but significant, and patients can go back to work the next day," says Dr. Paul Jarrod Frank, a cosmetic dermatologist in New York City.

The only downside to these subtler, more convenient procedures is that they can become like cookies or cocaine—it's easy to get hooked (paging Bruce Jenner . . .). "Some men have one procedure, find they still don't feel great about themselves, and go in for another, and another," says Dr. Deborah Schooler, an assistant professor of psychology at Gallaudet University in Washington, D.C. But the benefits of these procedures go beyond physicality: Research from the University of Texas shows that good-looking people get hired sooner, land promotions faster, and earn an average of 3 to 4 percent more than those with below-average looks. "Your appearance impacts what happens to you in the workplace, which is becoming leaner, meaner, and younger, so some men see plastic surgery as a strategy to boost their company's bottom line and

## PLASTIC SURGERY BY THE NUMBERS

### FACE-LIFT

**Shelf life:** 10 to 15 years  
**Days hiding out at home:** 5 to 7  
**Cost:** \$6,000 to \$11,000  
**Post-op pain factor (on a scale of 1 to 10):** 5

### EYE-LIFT

**Shelf life:** 15 to 20 years  
**Days hiding out at home:** 5 to 7  
**Cost:** \$4,500 to \$8,000 for upper and lower (half of that for just upper)  
**Post-op pain factor:** 4

### LIPOSUCTION

**Shelf life:** 10 to 20 years for abs and thighs; 10 to 15 years for neck; love handles never come back.  
**Days hiding out at home:** 2  
**Cost:** \$2,700 to \$5,000  
**Post-op pain factor:** 2 to 10, depending on the technique and instrument used

### BREAST REDUCTION

**Shelf life:** Permanent, although a small percentage of men will regain breast tissue if they gain weight.  
**Days hiding out at home:** 2 to 3  
**Cost:** \$1,500 to \$5,000  
**Post-op pain factor:** 6

### CHIN IMPLANT

**Shelf life:** Permanent  
**Days hiding out at home:** 7  
**Cost:** \$6,500 to \$11,000  
**Post-op pain factor:** 4 to 5

### RHINOPLASTY

**Shelf life:** Permanent  
**Days hiding out at home:** 2  
**Cost:** \$4,000 to \$6,000  
**Post-op pain factor:** 7

**SOURCE:** Dr. Gregory Albert, a plastic surgeon in Delray Beach, Florida

their own salary," says Dr. David B. Sarwer, an associate professor of psychology at the Perelman School of Medicine at the University of Pennsylvania. When it comes to the face, a dollar spent may be a dollar earned. "Looking like I did five years ago definitely affects how I feel about myself, even at work," says one 38-year-old fashion-company owner who lives in New York City and has had his jawline tightened. "It's empowering." ■



SAVE  
FACE: NO  
KNIFE  
REQUIRED

#### FOR UNDEREYE BAGS

**NEOCUTIS LUMIÈRE BIO-RESTORATIVE EYE CREAM WITH PSP** This fragrance-free treatment contains hyaluronic acid to smooth wrinkles and caffeine to tighten blood vessels, minimizing dark circles. Pat it on in the morning and at night. \$80; drugstore.com

#### FOR DEEP WRINKLES

**NEUTROGENA RAPID WRINKLE REPAIR NIGHT MOISTURIZER** The retinol content promotes cell turnover and reduces the signs of aging. Apply daily, in the evening. \$20; ulta.com

#### FOR FINE LINES

**BOOTS NO7 INSTANT ILLUSION WRINKLE FILLER** This product's light-diffusing particles will help blur the appearance of wrinkles. Smooth it around the eyes and mouth, between the brows, and across the forehead. \$19; target.com

#### FOR DARK SPOTS

**PHILOSOPHY MIRACLE WORKER DARK SPOT CORRECTOR** Apply this niacinamide- (vitamin B3) spiked skin-lightening cream to your whole face nightly to even out your skin tone. \$64; sephora.com

#### FOR TIRED SKIN

**PRO+THERAPY MD EMERGENCE CELL REJUVENATION COMPLEX** Use this serum (which contains a stem-cell extract derived from a rare Swiss apple) on your entire face twice a day to tighten saggy skin, subdue wrinkles, and brighten dull patches. \$130; skincarx.com

**SOURCES:** Dr. Karyn Grossman, a dermatologist in Santa Monica, California, and New York City; Dr. Doris Day, a dermatologist in New York City