



Male Botox Treatments Surge as LA Medspa Reports Record Interest From Men

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Your Laser Skin Care, a Los Angeles medspa specializing in aesthetic treatments, reports a significant increase in male patients seeking Botox injections as the new year begins. The trend mirrors national data showing male neuromodulator procedures reached 593,854 in 2024, according to the American Society of Plastic Surgeons, representing continued year-over-year growth in what the industry calls "Brotox."

Dr. Ella Fedonenko, founder of Your Laser Skin Care, attributes the increase to shifting attitudes among men toward cosmetic procedures and heightened awareness of non-surgical options that deliver natural-looking results with minimal downtime.

"Men today understand that maintaining a refreshed appearance is not about vanity?it is about confidence," said Dr. Fedonenko. "We are seeing more male patients in their 30s, 40s and 50s who want subtle results that help them look energized and competitive in their professional and personal lives."

The growth in male Botox procedures has been substantial over the past two decades. Data from the American Society of Plastic Surgeons shows male neuromodulator treatments increased from approximately

265,000 procedures in 2000 to more than 526,000 in 2022, representing nearly a 100 percent increase. Industry analysts estimate male patients now account for approximately 6 percent of all Botox procedures nationwide, with that figure expected to rise as social stigma around male aesthetic treatments continues to diminish.

January traditionally marks the busiest period for aesthetic practices as patients act on new year resolutions focused on self-improvement. Dermatologists and plastic surgeons across the country report that the first week of January consistently generates the highest appointment volume for injectable treatments, with many practices extending office hours to accommodate increased demand.

Several factors are driving the increase in male patients seeking Botox treatments. Career considerations rank among the top motivations, as men in competitive industries seek to project energy and vitality in professional settings. The rise of video conferencing has also contributed to heightened awareness of facial appearance, a phenomenon that began during the pandemic and has persisted as remote and hybrid work arrangements continue.

"Many of our male patients mention that seeing themselves on video calls made them more aware of forehead lines and crow's feet," said Dr. Fedonenko. "They want to look as sharp on screen as they feel. The treatment takes approximately 15 minutes, requires no downtime, and results appear within a few days."

Dr. Fedonenko noted that male patients often request a different approach than female patients. Men typically prefer treatments that soften lines without eliminating all facial movement, preserving a masculine appearance while reducing signs of fatigue and aging. Practitioners adjust injection techniques and dosing to achieve these goals.

The broader Botox market continues expanding rapidly, with industry projections estimating the global market will reach \$5.45 billion in 2025 and exceed \$13.74 billion by 2032. More than 4.7 million Botox procedures were performed in the United States in 2023, maintaining its position as the nation's top nonsurgical cosmetic treatment.

The trend toward male aesthetic treatments extends beyond Botox. Hyperhidrosis treatments using Botox to address excessive sweating have more than doubled among men between 2022 and 2024, indicating growing acceptance of neuromodulator treatments for both cosmetic and therapeutic purposes.

Younger men are also entering the market earlier than previous generations. Preventative Botox, which involves treating areas before deep wrinkles form, has gained popularity among men in their late 20s and early 30s who wish to delay visible signs of aging rather than reverse them later.

Your Laser Skin Care offers complimentary consultations for patients considering Botox and other aesthetic treatments. The practice serves patients throughout the Los Angeles area from its Miracle Mile location.

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Your Laser Skin Care

At Your Laser Skincare, we offer advanced laser treatments for radiant, youthful skin. Founded in 1999 by Dr. Fedonenko in Los Angeles, we've become a trusted name in non-invasive cosmetic procedures.

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