

CDSI NEWSLETTER

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MALE AESTHETICS



CDSI
COSMETIC DERMATOLOGY
SOCIETY INDIA



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EDITORIAL.

From the editor's desk



Hi, fellow Cosmetic Dermatologists. It is my great pleasure to present this edition of the Cosmetic Dermatology Society India's newsletter to you. This time we are focusing on a very exciting topic: Male Aesthetics.

20 years ago, the split in male vs female taking aesthetic services was a mere 8 percent to 92 percent in females. Today, the balance has tipped to almost a 40/60 split with awareness spreading, grooming needs increasing, emergence of the metrosexual male and gender diversity expanding.

Physiologically, the male skin has distinct differences from the female skin while psychologically the differences are even more stark and evident. Over the years, cosmetic dermatologists and the cosmetic industry both have realized the need for a differentiated approach, while approaching the male patient and the male consumer.

This issue looks a little closer at the needs of males, the differentiated approach and the care that needs to be taken while looking at males in the context of cosmetic services. Happy reading & do write in your queries and comments to us!

ABOUT US.

Previously known as Cosmetology Society India, CDSI aims to bring science to the concept of beauty. We are a society of skin and hair care professionals with an academic outlook including cosmetic dermatologists as well as plastic surgeons. In this rapidly advancing field which is getting popular by the minute, it is necessary to keep a clear and rational perspective.

We aim to create awareness among the young cosmetic dermatologists and also to educate them towards the high quality of clinical care and innovation in this particular field.

With more than 2700 members from all over the country, CDSI enjoys the reputation of conducting immensely popular conferences and hands-on workshops with the sole aim of enhancing procedural skills and keeping abreast with latest literature, treatment and technology in our field that evolves from time to time. CDSI is also a proud member of the International League of Dermatological Societies (ILDS) since 2010.

EVOLUTION OF MALE AESTHETICS IN PAST TWO DECADES



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Introduction

Over the past two decades, the field of male aesthetics has undergone significant transformation. From the early days when skincare was predominantly a female domain, men have increasingly embraced various aesthetic treatments, including minimally invasive procedures like Botox and fillers. This evolution reflects broader societal changes, advancements in cosmetic dermatology, and shifting cultural norms, the media celebration of eternal youth making aging almost a pandemic to be feared and widespread acceptance of discretionary services to reverse age and preserve youth & beauty. Post the 2020 Covid pandemic, good grooming and youthfulness have also become a marker for health and offer a competitive advantage in a fiercely shrinking job market scenario. These also include notable shifts & developments in the Indian context.

Early 2000s: The Beginning of Change

In the early 2000s, male grooming primarily involved basic hygiene and shaving routines. Men used to pride themselves on the soap & water approach and subsequently, after shaves and styling gels, made their appearance to aspiration through macho advertising. Increasingly, as the media began to feature well-groomed male celebrities and metrosexual culture emerged, men started paying more attention to their appearance. This period marked the beginning of a shift where men's skincare routines expanded

beyond just soap and water to include hair care, moisturizers and anti-aging products.

Mid-2000s to Early 2010s: Technological Advancements and Acceptance

The mid-2000s to early 2010s saw significant advancements in cosmetic dermatology, particularly in minimally invasive procedures. Botulinum toxin and dermal fillers became widely popular for their effectiveness in reducing wrinkles and restoring facial volume without the need for surgery. These procedures became more mainstream as they offered quick results with minimal downtime, appealing to busy professionals.

During this time, societal acceptance of men undergoing cosmetic procedures began to increase. Men started seeking treatments to maintain a youthful appearance, driven by the competitive nature of professional environments and the desire to look as vibrant as they felt. According to the American Society of Plastic Surgeons, the number of cosmetic procedures performed on men rose by 20% from 2000 to 2012, with Botox and fillers being among the most popular treatments.

The Last Decade: Normalization and Growth

The past decade has seen a significant normalization of male aesthetics. Minimally invasive procedures have continued to evolve, with advancements improving their safety, effectiveness, and accessibility. Today, treatments such as Botox and fillers are commonplace among men who seek to enhance their appearance discreetly.

This period also witnessed the destigmatization of male grooming and aesthetic treatments. The rise of social media and the influence of male beauty influencers played a crucial role in this change. Men are now more open about their skincare routines and cosmetic procedures, sharing their experiences and encouraging others to do the same.

The Indian Context: Cultural Shifts and Growing Demand

In India, the evolution of male aesthetics has mirrored global trends, albeit with unique cultural nuances. Traditionally, Indian culture placed less emphasis on male grooming beyond basic personal hygiene. However, globalization, the influence of Bollywood, and increased exposure to Western beauty standards have contributed to changing perceptions.

Indian men are increasingly seeking advanced skincare treatments and minimally invasive procedures. According to a report by KPMG, the Indian male grooming market was valued at INR 16.7 billion in 2018 and is expected to grow at a compound annual growth rate (CAGR) of 11% through 2023. This growth includes a rising demand for cosmetic dermatology procedures.

We, as dermatologists have observed a notable increase in male patients seeking treatments like Botox and fillers. This can be attributed to greater awareness about these procedures and the growing importance of appearance in professional and social settings. Presence of cosmetic dermatology chain clinics also offers easier access and men in metropolitan cities such as Mumbai, Delhi, and Bangalore are particularly inclined towards these treatments as they seek to enhance their looks and maintain a youthful appearance.

The Role of Male Aestheticians

Male aestheticians have been instrumental in this evolution, providing services that cater specifically to male skin and grooming needs. Their presence in the industry helps break down barriers and encourages more men to explore aesthetic treatments.

While this change has been spearheaded and pioneered by the salon industry, with emergence of celebrity salon male stylists and personal brands, the shift in more male doctors embracing cosmetic dermatology, plastic surgery, ocular aesthetics, and allied fields is also steadily growing, contributing to this normalisation. Specialized training programs and increased representation in media have also supported the rise of male aestheticians in India and globally.

Conclusion

The evolution of male aesthetics over the last two decades highlights significant changes in societal attitudes, advancements in scientific cosmetic dermatology technology, and cultural shifts as well as media hype on youthfulness and reversing aging. Minimally invasive procedures like Laser, Botox and fillers and machine led anti-aging technologies have become central to this transformation, offering men effective ways to enhance their appearance with minimal downtime. In India, the male aesthetic market is rapidly growing, reflecting broader global trends and signalling a significant cultural shift towards the acceptance and normalization of male grooming and aesthetic treatments.

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COMMON SKIN ISSUES THAT MEN FACE

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COSMETIC
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Skin, the largest organ of the human body, is often considered a reflection of one's overall health and well-being. However, societal norms have long perpetuated the misconception that skincare is primarily a concern for women. In reality, men are just as susceptible to various dermatological conditions. From acne to premature aging, understanding and addressing common skin issues among men are crucial for promoting not only physical health but also self-confidence and self-esteem.

Men and women have different health-seeking behaviours, and this is true as well for skin problems and skin care. Women tend to be more active in caring for their skin, as well as in seeking help from dermatologists compared to men. But first let's understand what the differences between male and female skin are:

- Men have thicker skin (but gradually decreases in thickness starting at age 40)
- Men have thicker and more hair, leading them to shave their facial hair often.
- Men have greater sebum (oil) production, making their pores larger and their skin susceptible to barrier impairment.
- Men have greater sweat production, allowing them to harbour bacteria especially in the axillary and genital areas, leading to the development of body odour.

COMMON SKIN ISSUES OF MEN:

1. Acne: Acne, a widespread skin concern, doesn't discriminate by gender. Contrary to popular belief, acne doesn't simply vanish after puberty; it can persist well into adulthood. Men, particularly those with oily skin types, are prone to experiencing acne due to factors such as hormonal fluctuations, stress, and improper skincare routines. Male hormones, called androgens, contribute to the increase in the size of the oil glands, leading to increased secretion of oil and the appearance of larger pores and greasy skin. This can play a part in the pathogenesis of acne. The combination of oil, dirt, and bacteria can clog the hair follicles, causing an inflammatory reaction, and leading to the appearance of acne lesions on face as well as other body parts such as back, arms etc. Acne in men tend to be more cystic in nature which can even lead to scarring.



- It is important to cleanse the face at least twice daily to reduce oil and buildup can help prevent breakouts.
- Topical treatment with AHA's and BHA's can also help keep skin clear.
- Using a oil free moisturizer and maintaining good hygiene can help maintain good skin and decrease skin problems.
- A chemical peel performed by a dermatologist can treat acne by removing the outer layer of skin and dead skin cells. Peels also treat sun damage, age spots and uneven skin tone.
- Many men have scarring from having acne when they were younger. Microdermabrasion, microneedling and lasers can help repair skin damage from acne by resurfacing the skin on the face, neck, chest, back.

2. Razor Bumps and Ingrown Hairs:

Daily shaving can take a toll on the skin, leading to razor bumps and ingrown hairs, especially for men with coarse or curly facial hair. Razor bumps, also known as pseudofolliculitis barbae, occur when newly cut hairs curl back into the skin, causing inflammation and irritation.



To avoid the discomfort due to shaving. Here are some useful tips:

- Before shaving, always wash face with warm water.
- Use sharp and clean blades.
- Sterilize and change blades regularly.
- Shave in short strokes in the direction of hair growth.
- After shaving, apply an aftershave lotion containing aloe or vitamin E to help reduce irritation.

3. Xerosis:

Dry skin is a common concern for men, particularly during colder months or in arid climates. Factors like harsh weather conditions, hot showers, and frequent exposure to harsh chemicals can strip the skin of its natural oils, leading to dryness, flakiness, and discomfort.

The first line of defense is a moisturizer that softens and smooths skin with water and lipids (fats). Some moisturizers attract water to the skin and seal it in. Others prevent moisture loss by coating skin with a thick, impermeable layer.

- Petroleum jelly. This waxy, greasy substance stops water loss. It can be used by itself but is also an ingredient in many moisturizers and ointments. Because petroleum jelly doesn't contain water, it's best used while the skin is still damp after bathing to seal in moisture.
- Moisturizing lotions and creams. These products contain both water and oils. They're less greasy and more cosmetically appealing than petroleum jelly or oils. Look for moisturizers with at least one of the following ingredients: glycerine, urea, pyroglutamic acid, sorbitol, lactic acid, lactate salts.
- To retain the water your skin absorbs while showering or bathing, apply jelly, oil, or moisturizer immediately afterwards.

4. Sun Damage:

Sun exposure is a significant contributor to various skin issues, including premature aging, sunburn, and an increased risk of skin cancer. Men, often less diligent with sun protection measures than women, are particularly susceptible to sun damage due to factors like outdoor activities and lack of sunscreen use.

Commonly affecting the exposed areas such as the face, sun damage is a common cause of skin problems in men. It can cause skin problems such as sunburn, dark spots, age spots, dullness, wrinkles, sagging skin, and uneven skin tone. Regardless, during the peak hours from 10 am to 2 pm, it is advisable to avoid sun exposure (even with sunscreen) to prevent sun damage due to excessive UV exposure.



- To help prevent the harmful effect of sunrays:
- Before going outdoors, apply sunscreen to all exposed areas of skin, including your ears, neck and lips.
- For best protection, use a broad-spectrum, water-resistant sunscreen with a minimum SPF of 30 or higher and reapply every two hours or immediately after swimming or sweating.
- Protect skin by seeking shade and wearing sun-protective clothing, such as a lightweight and long-sleeved shirt, pants, a wide-brimmed hat and sunglasses with UV protection, when possible.
- For more effective sun protection, select clothing with an ultraviolet protection factor (UPF) label.
- Oral sunscreens can also help.

5. Premature Aging:

While aging is a natural process, certain lifestyle factors and environmental stressors can accelerate the skin's aging process, leading to wrinkles, fine lines, and sagging skin.

Exposure to sunlight is a top cause. Other factors may include smoking, unhealthy diet, alcohol, poor sleep and stress etc.

As environmental and lifestyle factors often cause premature aging, healthy daily habits can improve it. If there are signs of premature aging, here's how to stop it and prevent it from getting worse:

- Avoid sun exposure: Use of sunscreen year-round, even indoors. Always opt for UV protection that's at least SPF 30 or higher. Wearing protective clothing, including a hat and sunglasses.
- Stop smoking: As it leads to oxidative stress and premature aging.
- Eat more fruits and vegetables: A well-balanced diet can stop premature aging. Avoid eating too much sugar or refined carbohydrates.
- Cut back on alcohol: As alcohol causes premature aging of skin, reducing your alcohol intake can help prevent further damage.
- Exercise: Regular physical activity improves circulation and boosts immune system, which promotes healthy aging.
- Taking care of skin: Cleansing skin daily to remove dirt, sweat or other substances that cause irritation. Staying away from harsh skin products containing fragrances or high pH. Moisturising skin daily to prevent dryness and itchiness.
- Lowering stress levels: Try to eliminate as much stress as possible. Find healthy stress management techniques (like meditation or exercise) for the stressors that can be avoided.
- Improve the quality (and quantity) of sleep: Getting less than seven hours of sleep can age your body's cells more quickly.

To avoid premature aging, prevention is key through healthy living. But if the signs of premature aging are bothersome then antiaging treatments can help reverse signs of premature aging:

6. Fungal infections:

Many infectious diseases are male-predominant, such as fungal infections. And summer season is one of the major concerns. This can be attributed to multiple factors, including high sun exposure and persistent outdoor activities, making them susceptible to acquiring fungal infections.

a. Athlete's foot:



Athlete's foot is caused by dermatophytes, a group of fungi on the surface of the skin. Tell-tale signs include intense itching; cracked, blistered, or peeling areas of skin, especially between the toes; and redness and scaling on the soles.

Dermatophytes thrive in warm, moist environments like pools, showers, and locker rooms where people walk with bare feet. The warm, moist environment of sweaty socks and shoes encourages them to grow.

b. Jock Itch (Tinea Cruris):



Jock itch is another fungal infection caused by the same group of fungi that cause athlete's foot. It commonly affects the groin area, inner thighs, and buttocks, thriving in warm, moist environments.

- A good personal hygiene is an important adjunct to antifungal therapy in managing patients with superficial fungal infection of the skin.

Conclusion:

Every man's skin is different, and there is no "one size fits all" approach to skin care. Gender differences in skin diseases are affected by a multitude of factors, including hormonal regulation, genetic disposition, environmental factors, and sociocultural backgrounds. In general, women are more proactive in taking care of their skin compared to men. Therefore, it would be beneficial for men to seek consult with a dermatologist regarding their skin issues, so that a clear regimen may be started, and proper management may be given to treat specific skin problems.

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HAIR AS AN ASSET

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COSMETIC
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Since time immemorial, hair has been considered as an indicator of beauty and charm. It is a significant aspect of one's appearance and identity and carries various cultural, social, and personal meaning. It not only contributes to one's physical appearance, framing the face and enhancing the features, but also the styling of it can be a mirror to the personality.

The quality, type, length, texture and styling of hair has a deep emotional connect which is often over looked, especially in men.

Different ways in which hair can be seen as an attribute are:

1. Physical appearance: The innate desire to impress and charm the opposite especially in men is many of the times directly related to ones hair quality and quantity as it contributes largely to the appearance.

2. Cultural significance: In many cultures, hair holds deep cultural significance. It may symbolize things like strength, vitality, spirituality, or social status. For example, in some cultures, long hair is associated with femininity or wisdom, while in others it may symbolize virility or power.

3. Self-expression: People often use their hair as a form of self-expression. Different hairstyles, colors, and cuts can convey personal style, preferences, or even rebellion against societal norms.

4. Identity Marker: Hair can be an important marker of identity, whether it's through ethnic hairstyles, religious practices (like head coverings), or gender expression (such as long hair traditionally associated with femininity or short hair with masculinity).

5. Emotional attachment: Many people develop emotional attachments to their hair. Cutting or changing one's hair can signify significant life events, transitions, or personal growth.

6. Social Implications: Society often places value judgments on hair, leading to issues like hair discrimination based on texture, style, or color. This can have implications in employment, education, and social interactions.

7. Health Indicator: The condition of one's hair can also reflect aspects of their health and lifestyle. For instance, thinning or brittle hair might indicate nutritional deficiencies or underlying health conditions.

COMMON HAIR CONCERNS IN MEN:

1. Androgenetic Alopecia: one of the prevalent hair issue in men which is seen typically after 3rd decade. It is a gradually progressive form of patterned hair loss which involves conversion of terminal hair into vellus hair. The emotional implications of this type hair loss is huge and is a major reason for low self-esteem especially when the hair loss starts in early age.

2. Alopecia Areata: Autoimmune disorder in which the hair follicle is destroyed, leading to well defined patchy hair loss. This kind of hair loss is generally reversible if treated well. The more extensive variant of this is alopecia totalis in which the entire scalp is involved and alopecia universalis in which the complete body hair is affected.

3. Seborrheic Dermatitis: A chronic form of eczema occurring in seborrheic rich area with symptoms of flaking, erythema and itching.

4. Premature Canities: graying before the age of 20 years is called premature canities and leads to extreme psychosocial embarrassment. The exact etiopathogenesis of graying remains incompletely understood, however it can occur as an autosomal dominant primary disease. Graying can also occur with premature aging disorders such as progeria and pangeria. Association with atopic diathesis and autoimmune diseases has also been reported.

5. Scalp infections: owing to excess seborrhea, scalp is often prone to fungal and bacterial infections which presents as scaling, pustules along with erythema, itching and pain. Infestation of the scalp and hair by the head louse (*pediculus humanus capitis*) is commonly seen in school going children, especially hostiles.

CURRENT TRENDS IN HAIR CARE IN MEN

In recent years, several trending hair care procedures and treatments have gained popularity among men seeking to enhance the appearance and health of their hair.

Some of these procedures include:

1. Scalp Micropigmentation (SMP): SMP is a non-surgical procedure that involves tattooing the scalp to create the illusion of thicker hair or a closely shaved hairstyle. It can be used to camouflage thinning hair, scars, or receding hairlines.

2. Platelet-Rich Plasma (PRP) Therapy: PRP therapy is a hair restoration treatment that involves injecting the patient's own platelet-rich plasma into the scalp. This stimulates hair follicles, promotes hair growth, and improves hair thickness.

3. Hair Transplantation: Hair transplantation procedures, such as follicular unit extraction (FUE) or follicular unit transplantation (FUT), are popular among men experiencing significant hair loss. This surgical procedure involves transplanting hair follicles from donor areas (usually the back or sides of the scalp) to areas of thinning or balding.

4. Laser Hair Therapy: Low-level laser therapy (LLLT) is a non-invasive treatment that uses red light to stimulate hair follicles, increase blood flow to the scalp, and promote hair growth. This procedure can be performed at home using handheld devices or in professional settings.

5. Hair Loss Prevention Treatments: Men are increasingly turning to specialized hair loss prevention treatments, such as prescription medications (e.g., finasteride, minoxidil) and over-the-counter supplements (e.g., biotin, saw palmetto), to slow down or halt hair loss.

6. Customized Hair Care Regimens: Men are becoming more conscious about using personalized hair care products tailored to their specific hair type, texture, and concerns. This includes using sulfate-free shampoos, nourishing conditioners, and hair serums enriched with vitamins and botanical extracts.

7. Beard Transplants: As facial hair trends continue to evolve, beard transplants have become popular among men seeking to achieve a fuller, more sculpted beard. Similar to hair transplantation, this procedure involves transplanting hair follicles to areas of patchy or sparse facial hair.

8. Keratin Treatments: Keratin treatments are used to smooth and straighten frizzy or curly hair by applying a keratin-based formula to the hair shaft. This can result in more manageable and shiny hair.

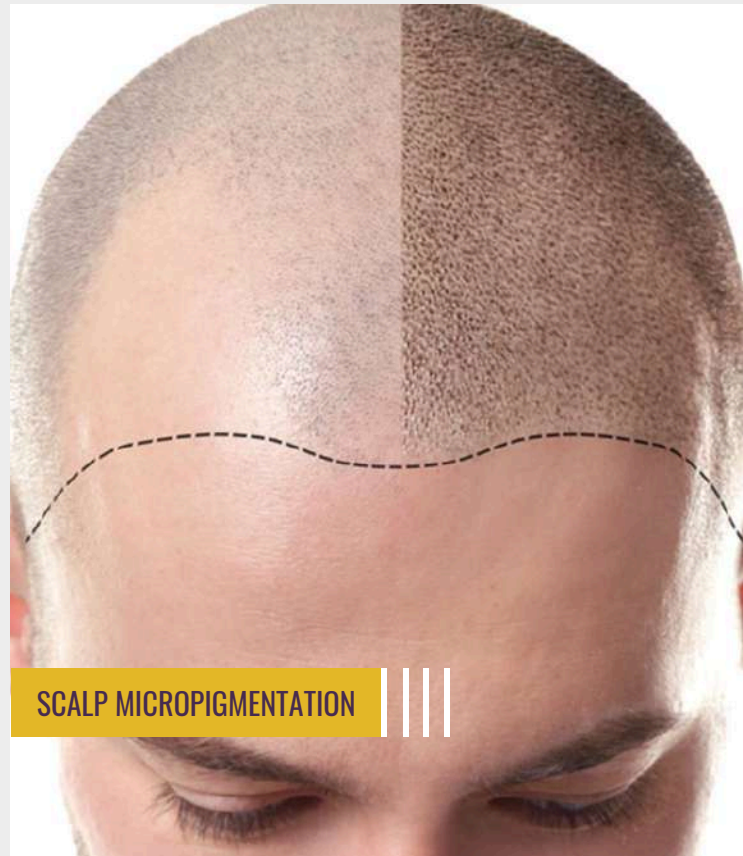
These trending hair care procedures and treatments reflect the growing demand for effective solutions to address hair loss, thinning hair, and overall hair health among men. It's important to consult with a qualified dermatologist or hair specialist before undergoing any hair care procedure to determine the most suitable treatment based on individual needs and goals.



ALOPECIA AREATA



ANDROGENETIC ALOPECIA



SCALP MICROPIGMENTATION



PREMATURE CANITIES



SEBORRHEIC DERMATITIS



LOW LEVEL LASER THERAPY

DECODING THE MALE PSYCHE WITH RESPECT TO AESTHETICS

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CHANGING PERCEPTION OF MALE BEAUTY TREATMENTS

While aesthetic procedures are still a female-dominated market, aesthetics for men is becoming increasingly popular, and more importantly, increasingly acceptable to the wider society.

As we embrace an inclusive environment without racial or gender boundaries, a growing number of men feel comfortable in their desire to undergo a cosmetic touch-up to enhance their appearance and confidence.

It is broadly agreed that the media has played an extensive role in breaking down the stigma of male cosmetic surgery and aesthetic treatments. As per mythology, Adonis is the representation standard of masculinity. It is a popular belief that "beauty is in the eye of the beholder," and individual perceptions are a culmination of personal experience, cultural background, and sociocultural norms.

The key factors that influence men's attitude and behaviour towards their appearance:

1. Social Norms and Expectations:

Men are influenced by societal norms and expectations regarding beauty and grooming standards. These norms can vary across cultures and change over time, but they often emphasize traits such as physical fitness, clear skin, and well-groomed hair and facial hair.

2. Self-Confidence and Self-Esteem:

Aesthetic concerns can significantly impact men's self-confidence and self-esteem. Men may feel pressure to maintain a certain appearance to feel attractive and accepted by others.

3. Masculinity and Gender Roles:

Some men may feel pressure to adhere to stereotypical ideals of ruggedness or toughness, while others may feel comfortable expressing themselves through grooming and fashion in ways that defy these norms.

4. Personal Preferences and Lifestyle:

Men's aesthetic preferences and priorities vary widely based on individual tastes, interests, and lifestyles. Factors such as age, profession, and hobbies can also influence aesthetic choices.

5. Cultural and Generational Differences:

What is considered attractive or desirable can vary greatly across different cultures and age groups, leading to diverse approaches to grooming and self-care.

6. Media and Advertising:

Advertising campaigns often promote products and services aimed at enhancing men's appearance, contributing to the normalization of certain beauty standards.

7. Changing Attitudes and Trends:

Over time, attitudes towards male aesthetics have evolved, with increasing acceptance and encouragement of men to take care of

their appearance. This shift is reflected in the growth of the men's grooming industry and the emergence of new trends in skincare, hairstyling, and fashion for men.

Studies have revealed possible existence of change in personality perception with subtle changes in facial traits. It has been reported that a typical broad middle face, widened region between the eyebrows and a rounded outline (well-curved jawline and lower forehead) predicted actual strength and perceived masculinity among young men.

The facial width-to-height ratio is associated with self and other perceived dominance, anti-social behaviour, perceived aggressiveness, actual aggression, physical performance, and reproductive success.

Indian males also generally prefer sharp facial features and traits that suit their personality expectations.

Male's expectations are largely dependent on the self-perception of facial traits, and their biopsychosocial constructs modified by their immediate environment.

There has been a great focus on evolving perceptions of masculinity and the growing importance of self-care among men.

Shift in Beauty Standards:

Media outlets have highlighted the increasing acceptance of different body types, skin tones, and gender expressions in men's grooming and fashion industries.

Rise of Men's Grooming Industry:

News articles have explored the expanding market for skincare products, haircare treatments, and grooming services tailored specifically to men's needs and preferences.

Celebrity Influence:

Celebrities and public figures have played a role in shaping perceptions of male beauty and grooming.

Body Positivity Movement:

The body positivity movement has extended to men, encouraging self-acceptance and challenging traditional notions of masculinity.

Impact of Social Media:

Social media platforms have provided a platform for men to share grooming tips, style inspiration, and skincare routines. In everything from print to digital and mainstream media, there is constantly a new ad for the hottest new cosmetics treatment or a cosmetically-enhanced male model donning our screens.

Mental Health and Self-Esteem:

Discussions about male aesthetics often intersect with conversations about mental health and self-esteem.

Generational Differences:

There is interest in understanding how attitudes towards male aesthetics vary across different generations. The younger generations approach grooming and self-expression differently from older generations, reflecting changing cultural norms and societal expectations.

The male aesthetic market is now taking off, with more and more men looking for treatments to help them look fresh and young. Men are increasingly image conscious and it is becoming more acceptable for men to care about their looks.

The male mentality and physiology are totally different to that of a female, so it's important for clinicians to gain a comprehensive understanding and further training explicitly targeted towards treating a male patient.



INJECTABLES IN MALES



DR HARSIMRAN KAUR



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COSMETIC
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(INDIA)

For the longest time, men were known to disregard cosmetic procedures for the fear of being judged as vain, weak or feminine. However, times are changing and nowadays, more often, men are seeking, injectables to achieve a more youthful and masculine appearance. It is of prime importance for the dermatologist to understand the nuances of male aesthetics and customize the treatment to not just preserve but also enhance masculine traits. The key is to strike the right balance between male facial anatomy and aesthetic goals.

Clinical examination should be thorough and always assess the face from all angles. Men prefer a very focused consultation with precise and defined treatment goals. They are more open to treatments if they understand what to expect and often seek reassurance from the clinician that the treatment would not feminize the face. It is vital that the clinician understands filler rheology and picks the appropriate product for injection, so that the results are natural. For the ease of discussion, the face is divided into horizontal thirds.

Upper Face

A high hairline with frontal bossing and low set flat brows looks aesthetically appealing in males. Men have thicker skeletal muscle mass and require higher doses of neuro modulators than their female counterparts. Lateral frontalis should always be injected while treating the glabellar complex to prevent arched brows and the upper lateral

orbicularis oculi is best avoided. Remember the rule, 'No Spock; No Droop'.

Since slightly sunken temples look elegant, overfilling should be avoided. Temple width should ideally line up with zygomatic eminence and mandibular apex to complete the square cheek appearance (Figure 1).

Mid Face

The lower eyelid cheek junction shifts downwards leading to infra orbital hollows. Thinner Hyaluronic Acid (HA) fillers are preferred as there is no post treatment swelling or water accumulation. Lateral cheek projections feminize the face. Male cheek apex should always be injected inferomedially. Centrofocal volume loss is characteristic in men and soft tissue filler augmentation gives rewarding results (Figure 2).

Lower Face

For a harmonious look in men, it is most fundamental to inject a lot less in cheeks and lips. Jawline should always be the most dominant area for injection.

An ideal jawline should be the same width as the cheek or slightly wider than the cheek. In order to deliver a rugged and athletic look, angles and proportions matter the most. A masculine jawline should ideally be straight from the gonial angle to angle of the chin (Figure 3-a), while in females, a gentle curve looks appropriate. In female faces, the chin curves down to a single point while in men, a

square chin is desirable. A perpendicular line can be dropped down on both sides from the oral commissure and an angle should be created where this line meets the jawline (3b) to attain the classic masculine chin (3c). In males, one can inject the gonial angle as well as conveniently lower the gonial angle by injecting inferiorly. Even widening the angle gives an excellent aesthetic finish to the jawline. Robust products with a high G prime and high cohesivity work well in the male chin and jawline. Having a heavy masseter does not imply it needs to be injected always. Rather, preserving the masseter is the preferred approach nowadays and it should only be knocked off with toxin if hypertrophic.

Lip augmentation in males should only aim at restoring the volume loss. The lip border or cupid's bow should never be injected in a male. If there is any need to inject the lower lip, the pillows should be placed wide apart so that it looks proportionate to the chin.

Men have a faster metabolism as compared to the opposite gender and therefore, the results may wear off sooner. Sun exposure, alcohol, smoking, stress and unwillingness to follow a tedious skincare routine are other factors that affect the longevity of injectables. Hence, it is important to explain in advance the need for a follow up and adherence to maintenance sessions.

Figure legends

1. Square shape face
2. Mid Face correction in a male
3. **a)** Straight line from gonial angle to chin angle
b) Perpendicular line from oral commissure to jawline
c) Square shaped male chin

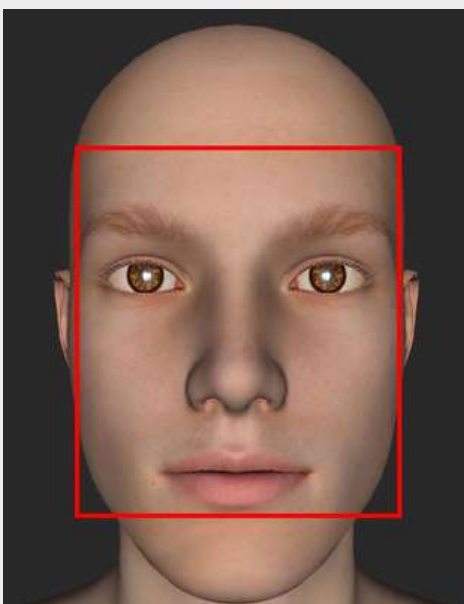


FIGURE 1



FIGURE 2

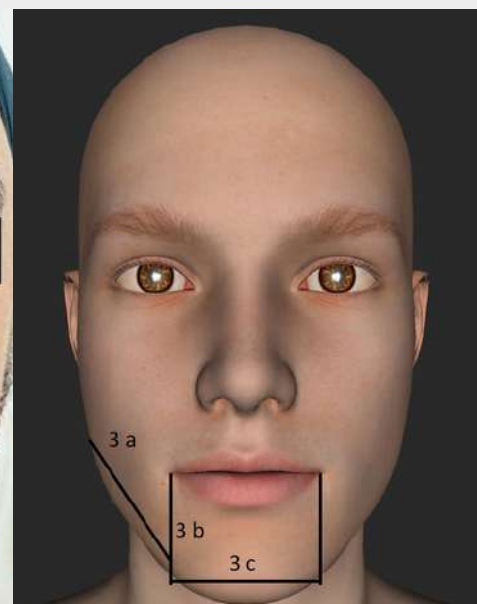
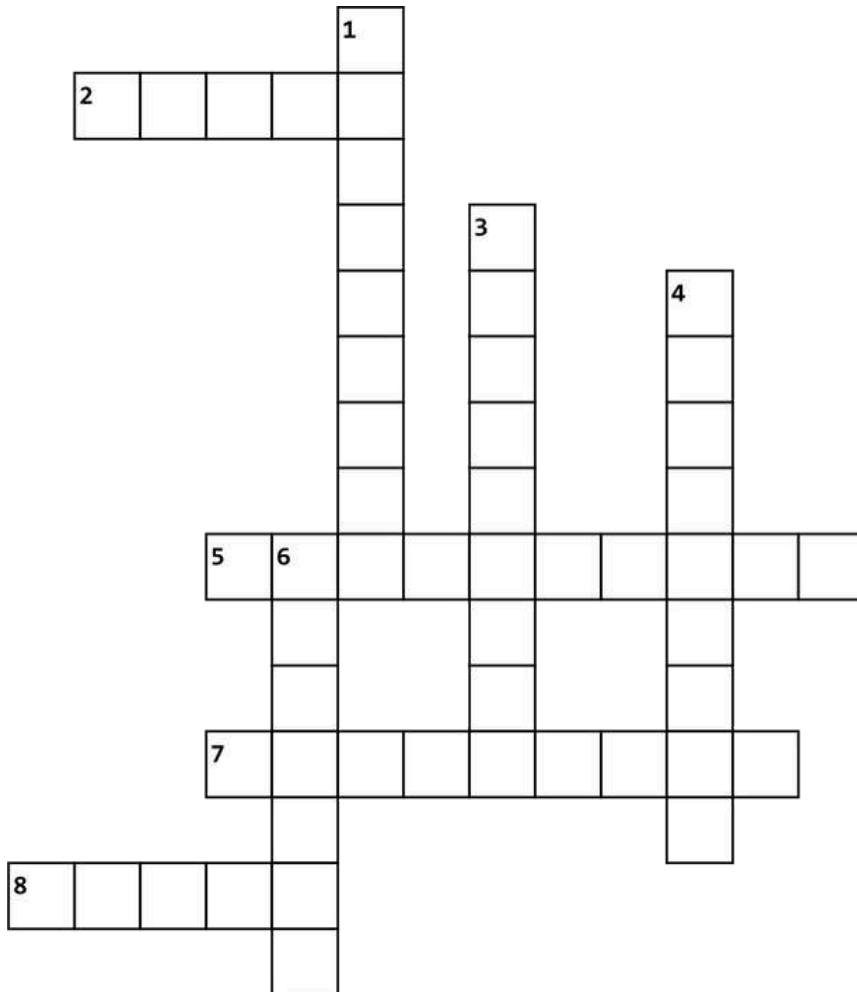


FIGURE 3

CROSSWORD.

AESTHETIC CARE IN MALES



Across

2. Injectable treatment for muscles
5. A product used to sooth the skin after razor use
7. The essential routine to remove face dirt & oil
8. Light based treatments

Down

1. Ingredients that peel the skin
3. An important protection step in daily routine
4. Type of cream used to reduce wrinkles
6. Volumisers for skin





INTERNATIONAL SISTER SOCIETY PROGRAM

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COSMETIC
DERMATOLOGY
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(INDIA)

IMCAS ASIA 2023

IMCAS Asia 2023
9 June - 11 June 2023, Bangkok
The Athenee Hotel



SRI LANKAN SOCIETY

12th South Asian Regional Conference of Dermatology
6th - 7th October 2023,
Galadari Hotel, Colombo, Sri Lanka.



IMCAS PARIS 2024

IMCAS World Congress 2024
Palais des Congrès de Paris
1 February - 3 February 2024



COSDERMINDIA 2023

26th Annual Congress of CDSI
4th - 6th August 2023
Taj Convention Center & Hotel, GOA



COSDERMINDIA 2023



COSDERMINDIA 2024

27th Annual CDSI Congress

2nd - 4th August 2024
J W Marriott Sahar Hotel, MUMBAI.

SCIENTIFIC HIGHLIGHTS

Conference Theme :

*"Going beyond boundaries and horizons in
Cosmetic Dermatology"*



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COSMETIC
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SCIENTIFIC HIGHLIGHTS

Conference Highlights

- Eminent National and International Faculty
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- Battle of the fillers : Patients' live journey over 2 days
- Panel Discussion on Hot Topics
- Laser Cocktails
- Roast those who Boast
- Prejuvenation & Rejuvenation of the Ageing Skin
- Body Fillers
- Grill The Experts
- Combination Treatments
- Intimate Rejuvenation
- Injectables
- Threads
- Male Aesthetics
- The Untouchables – Doing what is not approved
- Dermatosurgery
- Regenerative Medicine
- Interactive Sessions
- The Big Debate
- The PG Debate
- PG Quiz
- Award Papers
- Free Papers
- Posters on Stage

Workshop Highlights

- Botulinum Toxin Basic
- Botulinum Toxin Advanced
- Dermal Fillers Basic
- Dermal Fillers Advanced
- Threads
- Skinboosters & Remodeling
- Dermatosurgery
- Hair Transplant
- Exosomes & PDRN
- PRP & Mesotherapy
- Lasers - LHR & Pigmentation
- Lasers - Fractional Lasers, Microneedling
- Microblading
- Micropigmentation
- Vitiligo
- Acne Scars
- EBD for Face and Body contouring
- Plasma Pen Fibroblasting
- Nail
- Chemical Peels
- Medifacials & Lights
- Practice Management
- AI in Dermatology

Dermal Filler Masterclass

- Lips
- Body
- Tear Trough
- Hands
- Jawline & Chin
- Nose

SAVE THE DATE

CONFERENCE 2nd - 3rd August 2024

MASTERCLASS 3rd August 2024

WORKSHOPS 4th August 2024

EXHIBITION 2nd - 4th August 2024

REGISTRATION:

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**JOIN
NOW**

COSDERMINDIA 2024 – REGISTRATION FORM

Medical Council No. & State _____ IADVL No. _____

Name: _____

Hospital/Institution _____

Address: _____

City: _____ State: _____ Pin Code: _____

Mobile No: _____ Alternate No: _____ GST No: _____

Country: _____ E-mail: _____

YES ! I AM INTERESTED IN REGISTERING FOR Conference Workshop Master Class

CDSI Member Non Member PG Student Foreign Delegate Accompanying Person

Accompanying Person : Prof. Dr. Mr. Mrs. Gender : Male Female

Name 1: _____

Name 2: _____

4th August 2024 : Workshops (Tick the appropriate Box)

WORKSHOPS AT HOSPITAL CLOSE TO THE VENUE

Choose any one from each slot

09:00am - 01:00pm

- Botulinum Toxin Basic (Hands On)
- Dermal Fillers Basic (Hands On)
- Threads (Hands On)
- Dermatosurgery (Live Relay)
- Exosomes & PDRN (Live)

02:00pm - 06:00pm

- Botulinum Toxin Advanced (Hands On)
- Dermal Fillers Advanced (Hands On)
- Skinboosters & Remodeling (Hands On)
- Hair Transplant (Live Relay)
- PRP & Mesotherapy (Live)

WORKSHOPS AT J W MARRIOTT

- Lasers - LHR & Pigmentation (Hands On)
- Microblading (Hands On)
- Vitiligo (Video Demo)
- EBD for Face and Body contouring (Live & Video Demo)
- Nail (Video Demo)
- Practice Management (Live)
- AI in Dermatology (Live)

- Lasers - Fractional Lasers, Microneedling (Hands On)
- Micropigmentation (Hands On)
- Acne Scars (Video Demo)
- Plasma pen Fibroblasting (Live)
- Chemical Peels (Live)
- Medifacials & Lights (Live)

**Subject to regulatory approvals.*

**ONLY FOR
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SURGEONS**

3RD AUGUST 2024 FILLER MASTER CLASSES At hospital Close to Venue (Tick the appropriate Box)

Choose any one from each slot

02:00pm - 04:00pm

- Lips
- Tear Trough
- Jawline & Chin

04:30pm - 06:30pm

- Body
- Hands
- Nose

Bank Details

Current Account Name : Cosmetic Dermatology Society (India)

Bank Name : State Bank Of India

Account Number : 36980243962

IFSC Code SWIFT Code : SBIN0001821

Address : Churchgate Branch, Mumbai

COSDERMINDIA 2024 – REGISTRATION PACKAGE

CONFERENCE REGISTRATION FEES 2ND & 3RD AUGUST 2024 (EXCLUSIVE OF 18% GST)

CATEGORY	REGULAR 15TH JUNE 2024 TILL 15TH JULY 2024	LATE & SPOT
CDSI MEMBER	INR 12,000	INR 15,000
NON MEMBER	INR 16,000	INR 18,000
PG STUDENT	INR 8,000	INR 9,000
FOREIGN DELEGATES	INR 16,000	INR 18,000
ACCOMPANYING PERSONS	INR 15,000	INR 15,000

Registration Fees Include :

- Conference Lunch for 2nd & 3rd August 2024
- Dinner on 2nd & 3rd August 2024
- Certificate of Attendance
- Visit to Trade Exhibition Area

IMPORTANT NOTE

- **Only Dermatologists & Plastic Surgeons are allowed.**
- HOD Certificate Mandatory for PG Student Registration
- Accompanying persons will not be allowed in any scientific halls and exhibition areas.

HANDS ON WORKSHOP REGISTRATION FEES 4TH AUGUST 2024 (Exclusive of 18%gst)

CATEGORY	REGULAR 15TH JUNE 2024 TILL 15TH JULY 2024	LATE & SPOT
CDSI MEMBER	INR 11,000	INR 13,000
NON MEMBER	INR 13,000	INR 15,000
PG STUDENT	INR 9,000	INR 10,000
FOREIGN DELEGATES	INR 13,000	INR 15,000

Registration Fees Include :

- Conference registration is mandatory for attending the workshop.
- Conference Lunch for 4th August 2024
- Certificate of Attendance
- Visit to Trade Exhibition Area
- One Delegate can register for any two Workshops only.
- The seats are limited in number and will be allotted on a first come first served basis.

IMPORTANT NOTE

- **Only Dermatologists & Plastic Surgeons are allowed.**
- HOD Certificate Mandatory for PG Student Registration
- Accompanying persons will not be allowed in any scientific halls
- CDSI reserves the right to cancel a workshop in case the participants are less than expected.
- If a workshop is cancelled, the delegate can opt for another workshop or apply for a refund for workshop fees.

One Delegate can register for total 2 workshops only (One in each time slot)

ONLY DERMATOLOGISTS & PLASTIC SURGEONS ARE ALLOWED TO ATTEND.

COSDERMINDIA 2024 – REGISTRATION FORM

LIVE DEMO / VIDEO WORKSHOP REGISTRATION FEES 4TH AUGUST 2024 (Exclusive of 18%gst)

CATEGORY	REGULAR 15TH JUNE 2024 TILL 15TH JULY 2024	LATE & SPOT
CDSI MEMBER	INR 7,000	INR 8,000
NON MEMBER	INR 9,000	INR 10,000
PG STUDENT	INR 7,000	INR 8,000
FOREIGN DELEGATES	INR 9,000	INR 10,000

Registration Fees Include :

- Conference registration is mandatory for attending the workshop.
- Conference Lunch for 4th August 2024
- Certificate of Attendance
- Visit to Trade Exhibition Area
- One Delegate can register for any two Workshops only.
- The seats are limited in number and will be allotted on a first come first served basis.

IMPORTANT NOTE

- **Only Dermatologists & Plastic Surgeons are allowed.**
- HOD Certificate Mandatory for PG Student Registration
- Accompanying persons will not be allowed in any scientific halls
- CDSI reserves the right to cancel a workshop in case the participants are less than expected.
- If a workshop is cancelled, the delegate can opt for another workshop or apply for a refund for workshop fees.

One Delegate can register for total 2 workshops only (One in each time slot)

MASTER CLASS REGISTRATION FEES (Each Mater Class) 3RD AUGUST 2024 (Exclusive of 18%gst)

CATEGORY	REGULAR 15TH JUNE 2024 TILL 15TH JULY 2024	LATE & SPOT
CDSI MEMBER	INR 12,000	INR 14,000
NON MEMBER	INR 14,000	16,000
PG STUDENT	INR 9,000	INR 10,000
FOREIGN DELEGATES	INR 14,000	INR 16,000

Registration Fees Include :

- Conference registration is mandatory for attending the workshop.
- Certificate of Attendance
- Visit to Trade Exhibition Area
- One Delegate can register for any two Master Class only.
- The seats are limited in number and will be allotted on a first come first served basis.

IMPORTANT NOTE

- **Only Dermatologists & Plastic Surgeons are allowed.**
- HOD Certificate Mandatory for PG Student Registration
- Accompanying persons will not be allowed in any scientific halls
- CDSI reserves the right to cancel master class in case the participants are less than expected.
- If a master class is cancelled, the delegate can opt for another master class or apply for a refund for workshop fees.

Important Note: Refunds will be processed after 45 days of completion of conference.

ONLY DERMATOLOGISTS & PLASTIC SURGEONS ARE ALLOWED TO ATTEND.

CDSI MEMBERSHIP FORM

To
The Honorary General Secretary LM
Cosmetic Dermatology Society (India) ALM
(CDSI) PLM

Dear Sir/Madam,

I desire to become a Life / Associate Life / Provisional Life Member of the Association and if selected, I agree, or abide by the rules and regulations of the Association. I understand that the membership fees once paid shall not be refunded to me under any circumstances. I hereby declare that the information provided by me in this form is true, complete and correct. I understand that any false statement OR misconduct from my end may provide grounds for cancellation of membership from the Association.

Life Member (LF) Associate Life Members Provisional Life Members

Date: _____ **Signature of the Candidate:** _____

Name in Full: Prof. Dr. Mr. Mrs.

(NAME) (MIDDLE NAME) (SURNAME)

Hospital/Institution _____

Address: _____

City: _____ State: _____ Pin Code: _____

Residential Address: _____

Mobile No: _____ Alternate No: _____ GST No: _____

Country: _____ E-mail: _____

Post & Courier to be sent at: (Tick any one) Clinic Address: Residential Address:

Birth Date: (DD/MM/YYYY) _____ MCI Reg No: _____

Qualifications _____

PAYMENT DETAILS

Cheque in favor of "COSMETIC DERMATOLOGY SOCIETY (INDIA)" can be deposited in our account from any SBI branch. **UPI Transfer:** GPAY on 9870007315

NEFT/Bank Transfer: Our Bank: STATE BANK OF INDIA, CHURCHGATE BRANCH Account No: 36980243962
IFSC Code: SBIN0001821

Membership Fees {Incl. 18% GST}

Life Members: Rs. 5900/-

Provisional LM: Rs. 5900/-

Associate LM: Rs. 9440/-

DD/Cheque No: _____ Amount: _____

Date: _____ Bank: _____

(Please Note: Rs.50 will be charged for all outstation cheques/dd)

Send completed scan copy of application form along with fees and all required documents to:

Ms Jyotika Kothare at cosdermindia@gmail.com

Address: Cosmetic Dermatology Society (India), 105, Maker Bhavan 3, New Marine Lines, Mumbai – 400020.

Tel: +91 22 22064545 / 5555 / 9870007315 **Email:** cosdermindia@gmail.com **Website:** www.cosdermindia.com

FOR OFFICE USE ONLY

Membership No.:

Certificate Courier Date:

Payment Received On:

ANNEXURE: INSTRUCTIONS TO APPLICANT:

1. SUBSCRIPTION: (Including 18% GST)

CLASS OF MEMBERSHIP	MEMBERSHIP FEES BASIC (INR.)	GST (18%) (INR)	TOTAL FEES (INCL. GST) (INR)
LIFE MEMBERS	INR 5,000	INR 900	INR 5,900
PROVISIONAL LIFE MEMBERS	INR 5,000	INR 900	INR 5,900
PG STUDENT	INR 8,000	INR 1,440	INR 9,440

2. ELIGIBILITY: (INDIAN RESIDENTS ONLY)

i. Life Members:

Any person who has successfully completed Diploma in Venereology & Dermatology / DDV / M.D. (Dermatology) / DNB (Dermatology) from a medical college affiliated to and awarded by any Indian University or an institution recognized by the Medical Council of India (MCI) or an equivalent organization of the Government of India.

ii. Provisional Life Members:

Postgraduate students undergoing training in MCI recognized medical colleges/postgraduate courses of this specialty or those pursuing DNB in Dermato-Venereology/DVL shall be made provisional life members. Who shall present to the Honorary General Secretary a letter from the head of the specialty department where they are studying, stating the date of their joining the postgraduate course and the date of its due completion, along with the application for membership. Who shall have to send qualification certificate within 2 years of their registration for the postgraduate course to the Honorary General Secretary in order to become permanent life members.

iii. Associate Life Members:

Any person who is a qualified M.S/M.C.H (Plastic Surgery)/ M.B.B.S. with foreign degrees in Venereology & Dermatology should have their qualifications recognized by the MCI or an equivalent organization of the Government of India shall become eligible for membership.

- Associate Members have no voting rights at any meetings conducted by the society
- List of recognized Universities & Courses for Life & Associate Members available online on our website

3. DISCLAIMER:

The Managing Committee shall have power to accept or reject all or any applications for membership and such decision shall be final.

4. ENCLOSURES:

Please enclose 1 passport size photograph in the email & paste one to the application form. Kindly scan the form after adding the photo and attach a copy of your Degree and Diploma Certificates in the email. PG students must attach letter from HOD. In case you need a GST Invoice please share the GST Certificate along with the form and acknowledgement of fees transferred to the society.

5. DUTY OF MEMBER:

All classes of members are duty bound to update the society from time-to-time with any change of name, address and contact information and to understand and abide by the rules and regulations of the Society. Members understand that the membership fees are non-refundable in any circumstances.

NOTES

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