



COMING

» RAD DAD BODS

Mommy makeovers have been a thing for a while—and many women have restored or improved their pre-pregnancy body through a combination of breast lifts, augs, and tummy tucks—but dads (many of whom pack on pounds during their partner’s pregnancy and with age) had been left out in the cold. Times and “dad bods” are changing. Gone are man boobs and in their place, a more chiseled refined chest. Male breast reductions have

increased about 30 percent during the last five years, according to statistics from the American Society of Plastic Surgeons (ASPS). That’s not all dads are tweaking to stay in the game. Liposuction and tummy tucks in men are also on the rise. New devices such as BTL’s EmSculpt provide a minimally invasive way to build muscle and sculpt abs. Overall, more than 1.3 million cosmetic procedures were performed on men in 2017 alone. This is likely just the beginning. Is your practice ready?

GOING

« SKY-HIGH DRY CLEANING BILLS

Literally millions of people live with excessive sweating from their underarms, hands, feet, and face, among other places. More than just a nuisance, this sweating causes anxiety, stress, and skin infections. It also soaks through clothes, resulting in obvious sweat stains and sky-high dry cleaning bills.

Despite this, nearly half of all people with hyperhidrosis wait more than 10 years before seeking medical help, and 85 percent wait at least three years, according to research in the *Journal of Drugs in Dermatology*.

There are more options than ever before for hyperhidrosis. The latest is Dermira’s Qbrexza (glycopyrronium)

cloth, which is an anticholinergic indicated for the topical treatment of primary axillary hyperhidrosis in patients nine years of age and older. Qbrexza is expected to be available nationwide in pharmacies beginning in October 2018. Other choices include MiraDry, Botulinum toxin injections, lasers, and surgeries in addition to antiperspirants. Not all patients know and understand these options. It’s a good idea to introduce the topic to your patients and acquaint them with the treatments you offer. Consider asking about sweat on intake forms and covering the treatment options in a blog post or e-newsletter article and sharing it on social media. ■