



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

FULL FACE TREATMENTS WITH BOTULINUM TOXIN TYPE A AND FILLER: DO THEY CHANGE PERCEPTION OF MALE ATTRACTIVENESS AND AGE?

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Background: Full face treatments with minimally invasive procedures offer a wide range of options to increase facial attractiveness and achieve a more youthful appearance. However, so far, there is no data available about the effect of minimally invasive treatments on perceived male attractiveness and age.

Objective: The aim of this study was to assess the effect of a full face treatment with Incobotulinumtoxin A and filler treatment with Calciumhydroxylapatite (CaHA) and stabilized hyaluronic acid with CPM technology (HA) on perceived male attractiveness and age.

Methods: To evaluate the effect of non-surgical full face procedures on social perception of male attractiveness and age, naive, blinded male and female raters were recruited to judge randomised before and after treatment images and videos. Age was judged by writing the corresponding number, whereas attractiveness was rated on a 7-point Likert scale ranging from 1 (very unattractive) to 7 (very attractive). Prior to the rating study, standardised digital images were taken before, and 4 weeks after, treatment. A total of 20 men were treated according to an individualised treatment protocol with incobotulinumtoxin A for mimic wrinkles and with CaHA and HA for facial contouring.

Results: There was a significant difference ($p < 0.001$) in attractiveness ratings before and after full face treatment. Post-treatment images were associated with a significant reduction ($p < 0.001$) in perceived age and a significant increase ($p < 0.001$) in perceived attractiveness compared with pre-treatment images.

Conclusion: Full face treatments with BoNTA and CaHA or HA increase perceived attractiveness in male patients and decrease social perception of age. The results of our study demonstrate that full face treatments not only convey a high therapeutic index in terms of wrinkle reduction, but also improve facial attractiveness, connected with consequential socioeconomic benefits.

