

One cosmetic surgery every two minutes for Brazil men: report

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Once taboo, cosmetic surgery for Brazilian men is advancing at a rapid pace, with one male going under the knife every two minutes, experts said in an article Sunday.

Plastic [surgery](#) quadrupled among men from 72,000 to 276,000 operations annually from 2009 to 2014, a study by the Brazilian Society of Plastic Surgery said.

That's an average of 31.5 operations per hour, according to an article on the study in the newspaper Estado de Sao Paulo.

The main reason for the change is cultural, with a lowering of bias against men undergoing these procedures, S.P Luiz Henrique Ishida, director of SBCP, told Estado.

"Additionally, in Brazil, [cosmetic surgery](#) is seen as a popular process and the country is a world leader in this field," he added.

Last year, 712,902 [cosmetic procedures](#) were performed across the country, with participation by [men](#) climbing from 12 percent of the total in 2009 to 22.5 percent in 2014.

The most popular operation for males is breast reduction with 80 percent of surgeries performed on adolescents, followed by liposuction and eyelid procedures, according to SBCP.

Most patients are between the age of 20 and 50, but a larger portion of seniors still in the workforce may be contributing to the rise.

"A tired look is seen as a negative thing in the labor market," said the director of SBCP, which comprises some 5,800 surgeons.

"There are patients who are 70 who have operations because they have an active social life or to appear more compatible with their partner" who is younger, he said.

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