

## MILLENNIAL MEN’S GROOMING TRENDS



photo: Shutterstock

In the last few years, men seeking grooming treatments at med spas has surged in popularity. While women account for 85% of med spa clientele, men are claiming an increasing market share. In fact, men are outspending women by 13%, according to [Bryan Durocher](#), founder of Essentials Spa Consulting, LLC. A big reason for this shift points to the coming-of-age of Millennial men. A recent survey by the [The American Med Spa Association \(AmSpa\)](#) found that Millennials account for nearly 20% of medical spa patients, the number continues to grow as this age group enters their prime income-earning years.

“Men are going to go from 10% of the market place to 30% in the next decade due to male millennials,” predicts Durocher. “This would never have happened in the Boomer or X’er generations.” Millennials (ages 18-34) are dedicated to prevention and are savvy about medical spa treatments. “There is far less stigma attached to male aesthetic treatments than even five years ago,” he shares. “The main goal of these procedures is typically not to drastically change the face, but rather correct and/or enhance what already exists.” There are several gateway procedures currently enticing men into the spa:

- » **Hair restoration** – Some medical aesthetic practices offer some combination of platelet-rich plasma (PRP), stem cells and microneedling treatments to stimulate hair growth in men; some even offer hair transplants.
- » **‘Moob’ and spare tire reduction** – Men have also shown an affinity for body-sculpting treatments that either freeze or heat fat so that it exits the body. This type of treatment is often used to combat the effects of gynecomastia.
- » **Hormone replacement therapy (HRT)** – Helps to boost the amount of testosterone in a person’s system in order to combat the effects of aging.
- » **Laser treatments** – Men have been known to seek out medical aesthetic offerings such as laser tattoo removal and laser hair removal.
- » **Injectables** – Botox is still big, along with sweat-reduction treatments

Tags: [AmSpa](#), [Bryan Durocher](#), [Essentials Spa Consulting](#), [The American Med Spa Association](#)