

A close-up photograph of a man with dark, wavy hair and a light beard. He is wearing bright pink lipstick and looking towards the camera with a slight, enigmatic smile. Another man's hand is visible, gently touching the first man's forehead. The background is a bright, out-of-focus window with greenery outside.

**Beyond stereotypes:  
a safe and effective protocol  
for your male clientele**



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Over the last 25 years I have seen many changes in the aesthetic industry, some mere fads that came and went, some are still with us to this day. Among the game changers, the introduction of lasers certainly led the way for other medical aesthetic devices, and collagen has been replaced with safer alternatives for injectables, alongside neurotoxins for immediate improvement in facial imperfections. We are looking at an industry that is continuously evolving and becoming safer for all.

The professional landscape has changed, too: the Aesthetician, once an unknown term, is now a professional figure recognized by everyone in the United States and beyond; training has become a mainstay of our lifelong professional development, leading to better results and improved patient safety. One of the most unexpected changes that I have witnessed is how skincare and appearance are valued by both women and men! Men of all ages now embrace their desire to look better, seeking aesthetic treatments and are more in the market for dedicated functional cosmetic treatments. Who would have thought just 10 years ago!

In the past, Med spas and medical practices used keywords such as “Metrosexual”, “Brotox” and “Man Cave treatments”, along with other frivolous terms to coax men into their office for treatments; intended to help men feel it was acceptable for them to receive treatments, these words now sound outdated at best, and frankly ludicrous. Now in the year 2021, almost 40% of my patient base are males with more and more inquiring about their skin care options every day.

Although men are willing to seek and even admit to having treatments, they still have a strong desire for no down-time treatments. The desire to look better without admitting they had anything done is important to many of both sexes, it just seems that over the last decade women have become more accepting with knowing we all do something, and men are a bit behind in that, so providing a noticeable improvement in a subtle way is paramount if you want to win over male clients.

Having established this, what next? Sure, there are a lot of products out there, each with its pros and cons, but the one I recommend off the bat for any man who is interested in doing something to help reduce their fine lines, pore size, uneven pigmentation and just to help boost their overall appearance, is PRX-T<sub>33</sub> with its home care protocol. I know that they will have incredible results immediately and that they can keep the treatment a secret if that is important to them. I have to say that it's difficult for them to keep it from the women in their lives, so I ultimately end up providing the treatments to them as well.

But what is PRX-T<sub>33</sub>? It's a revolutionary regenerative clinical aesthetic treatment that brings about an immediate improvement by providing deep hydration and dermal stimulation. TCA has historically been used as a medical grade peel for years, and while effective, it has always been an aggressive peeling agent with much discomfort during and post procedure. PRX-T<sub>33</sub> is nothing like that, and it's not a peeling agent. Its patented formulation renders are non-aggressive to the epidermal layer, delivering an effective dermal stimulation in a “soft” way. It really is a remarkable product that has no pain, no down-time and immediate results! As miraculous as that statement sounds, it's true. In fact, while this revolutionary product is still somewhat new to us in the United States, it has been known and widely used in Europe and Asia since 2012. There have been over 2.5 million

treatments done worldwide and now we finally have it here to aid many skincare concerns for both sexes, and it's catching on fast!

PRX-T<sub>33</sub>'s safety profile on all skin types and all ages makes it is one of the most popular treatments in my office. It can be done all year round so I don't have the same concerns when treating someone as I do with other products and modalities. Summer months are few and held precious in the Northeast where I mainly operate, so when the weather is warm, people spend as much time outside as possible making their sun exposed skin a challenge to treat. I have no worries at all with PRX-T<sub>33</sub>, although I still warn of the dangers of the sun and the importance of an appropriate sun protection to all my patients.

While the demand for aesthetic treatments is becoming more popular in the male market, they still have an apprehension when they first come into my practice. There are a few hurdles to overcome, they are nervous or worried about what it will mean to them, the outcomes, “Will it hurt?”, “What does it cost?”, “What will I look like?”, “Will I be able to go to work?”

PRX-T<sub>33</sub> is my go-to suggestion for them. I know it will deliver the immediate benefit of hydration, and the glow to their skin and the lifting effect felt and seen will excite them to want to continue with additional treatment or even combine other treatments to their PRX sessions. It is a way of building their trust in me. The fear of having someone know they are doing something to their skin or even worse, something going wrong is a legitimate fear for many when venturing into their first aesthetic treatment. I understand that completely: It's their face! It is not something you can cover up. PRX Protocol helps me overcome all these qualms.

“The demand for aesthetic care is growing among the male population. Be ready to meet it with PRX-T<sub>33</sub> and the WiQo home care range.”

It is not just for aging men either, men of all ages are looking for better skin quality. Middle and high school years bring the horror of acne scarring, and the resounding effect it plays on their self-esteem can be devastating. The last thing they want is to go into school looking worse with their skin peeling off (an expected side effect with traditional TCA) that only with draws attention to their faces. With PRX-T<sub>33</sub> I can offer them help them without any down time and rapid results.

Another “sensitive” group is darker-skinned men of African, Caribbean and Asian descent (Phototype IV-VI): they have had the biggest challenge in aesthetics as many if not most treatments are not safe for their skin types. With higher levels of melanin, they are at a greater risk of PIH (Post inflammatory pigmentation). Since PRX only causes a controlled inflammation, the risk of PIH is simply not there. To aid even further, Kojic acid, a natural melanin suppressor is one of the key ingredients, so I feel safe using PRX-T<sub>33</sub> on all skin types. Many men of color have uneven facial pigmentation due to irritation occurred from breakouts, ingrown hairs or even shaving.

But PRX-T<sub>33</sub> is not a face-only treatment: many men, like women, are now venturing into the body areas as well. When thinking of stretch marks most people think of it as being a female issue, (the “battle scars” of pregnancy) but many men have them as well. Rapid weight gain or muscle expansion during the teen years can leave the male body marked with these unsightly “scars” and are as embarrassing to them as they are to women. PRX-T<sub>33</sub> has become my gold standard for treating stretch marks on men as well as women. I don't have to worry about scabs disrupting their day-to-day post-treatment routine which is the primary concern with other stretch mark treatments. I have to say, the results are visibly faster than other treatments I have used over the course of my career.

My final word to you is give PRX-T<sub>33</sub> a try, whether your clinic is already well attended by male clients, or if that's something you're looking forward to making happen. The PRX Protocol has a proven track record of safety and success, and it will shape your treatment style and turn your practice around.

#### ABOUT

PRX-T<sub>33</sub> “effortless transformation” is an innovative skin care product that will revolutionize American approach to aesthetic medicine. It is the only product that will have long lasting immediate results after a painless procedure with little or no downtime.

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