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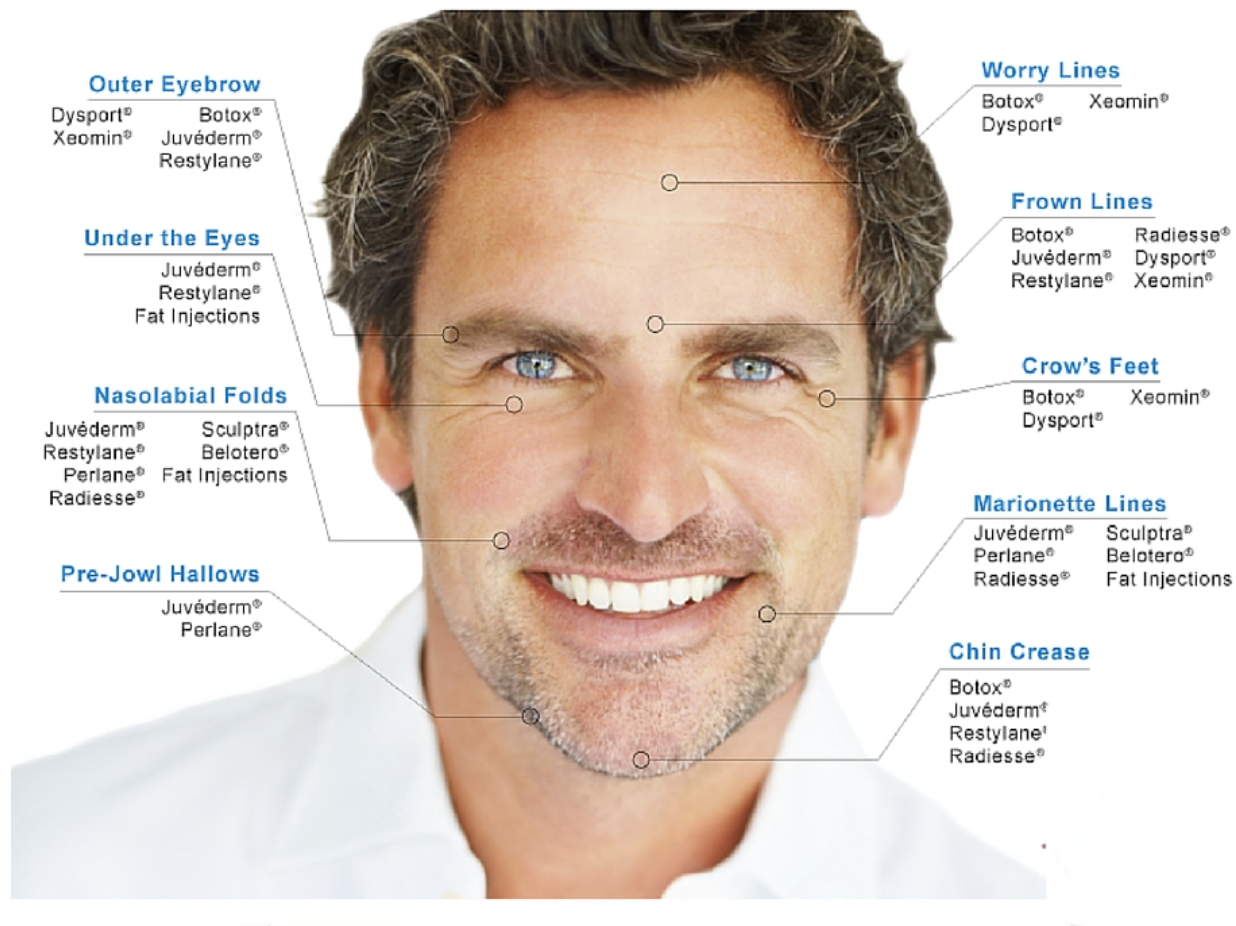
Content Calendar

3 Hours: \$150

Manning Up: Muscle Relaxant Injections (Botox) for Men

Introduced to the general public in the late 80s, muscle relaxant injections have now become a billion-dollar industry that has changed the way we look at skincare, beauty, wellness, plastic surgery, and ageing. While muscle relaxant injections have traditionally been more popular among women, sources show that they are growing increasingly popular among men.

According to a **report** conducted by the American Society of Plastic Surgeons in 2020, women received about 4 million muscle relaxant injection treatments that year while men underwent just over 250,000 procedures.



Although there's still a large disparity between the number of treatments between the two genders, experts note that in the past few years, the gap has been narrowing, with a sharp increase in muscle-freezing, wrinkle-reducing injections across the genders.

Providers are starting to see a trend appearing among the sexes, with men steadily closing in on women when it comes to the number of cosmetic procedures performed, with doctors noticing a 400% rise in male neurotoxin injection patients since 2000.

The interesting thing is that men and women both tend to concentrate the most on forehead lines and crow's feet. This could be because these are the areas that are usually hit first by father time. And because men can grow facial hair to cover-up lines and wrinkles on the lower half of the face, most men concentrate on the upper half.

Instead of receiving a total effect treatment that leaves the face basically expressionless, men are preferring not having a frozen forehead, going for an effect that's a bit more subtle.



Male vs. Female Muscle Relaxant Injections

Although men and women tend to seek muscle relaxant injections treatments on similar areas of the face, experts note that the procedure differs based on the patient's assigned gender at birth. Due to larger muscle mass in the facial musculature, males generally require more muscle relaxant injections than women to get the same effects.

For example, in the glabellar area, the area between the brows, sometimes called eleven lines, women generally start with about 15 units of muscle

relaxant injections and go up as needed to achieve the desired result. To achieve similar results, men generally start with 20 units.

Another difference between the sexes when it comes to injections on the forehead is that even though men commonly prefer a more subtle effect, they'll still require higher dose, but the surface area treated is smaller than it is for women. For men, the frequency of injection is about the same as it is for women, with results lasting approximately four months.



Anatomical variations can also lead to gender-specific differences in terms of reactions, risks, and complications.. Men typically have thicker skin with a higher collagen composition than women. Male skin also tends to be more vascular, which carries a higher rate of risks and complications such as bleeding and bruising.

Some anecdotal evidence shows that muscle relaxant injections wear off faster in men than women due to a faster metabolism. However, it's never a good idea to generalize anything when it comes to the frequency of muscle relaxant injections given the broad differences in male metabolism.

To summarize, while men and women generally look to address similar facial issues when considering muscle relaxant injections, the dosages needed to reach similar results can vary.

If the trend continues as expected, more and more men will turn to injections to tackle facial issues. Although more women than men are likely to undergo the procedure, the percentage of men undergoing muscle relaxant injection procedures is expected to increase every year.



6 Reasons Why Men Get Muscle Relaxant Injections

Ageism in the Workplace: Although age discrimination was once an issue commonly affecting women in the workforce, it seems to affect men as well. Because many men made career moves in 2020, older males are competing with younger counterparts for the same positions more than ever. Here are a few alarming statistics.

- 60% of older employees have experienced workplace age discrimination
- 90-95% of older workers say age discrimination in the workplace is common.

- According to AARP, 64% of women and 59% of men have experienced age discrimination in the workplace.
- 52% of jobseekers over the age of 50 believe their age makes them less likely to receive offers of employment.

To stay on top of the competition, men are turning to cosmetic procedures to shave off a few years, level the playing field, and bolster their career options.



The Zoom Effect: A phenomenon brought on by the sudden pivot to remote working over the last three years, men working from home are seeing themselves more frequently and have been forced to look at their faces up-close-and-personal for long periods of time. Where the time spent looking in the mirror each day was limited to a few minutes spent shaving, the Zoom effect seems to have had a direct correlation with an uptick in

interest among men opting for plastic surgery and non-surgical treatments like muscle relaxant injections.

In 2025, remote and hybrid work have become standard, with about 32.6 million Americans (22% of the workforce) working remotely in some capacity, a significant increase from the 18.6 million (10% of workers) before 2020. Working on Zoom or other virtual meeting platforms on a regular basis, this has brought a fundamental shift in the way people meet and interact, forcing workers to be face-to-face with our colleagues more than ever, also forcing us to take a closer look at ourselves, even if we'd rather not. Since people can't simply avoid looking at themselves in meetings, men and women alike are turning to cosmetic procedures.



Improve Dating Prospects: Another reason men strive to minimize imperfections now more than before is that dating has moved online. Like

the Zoom effect, online dating forces us to put our best face forward in profile pictures.

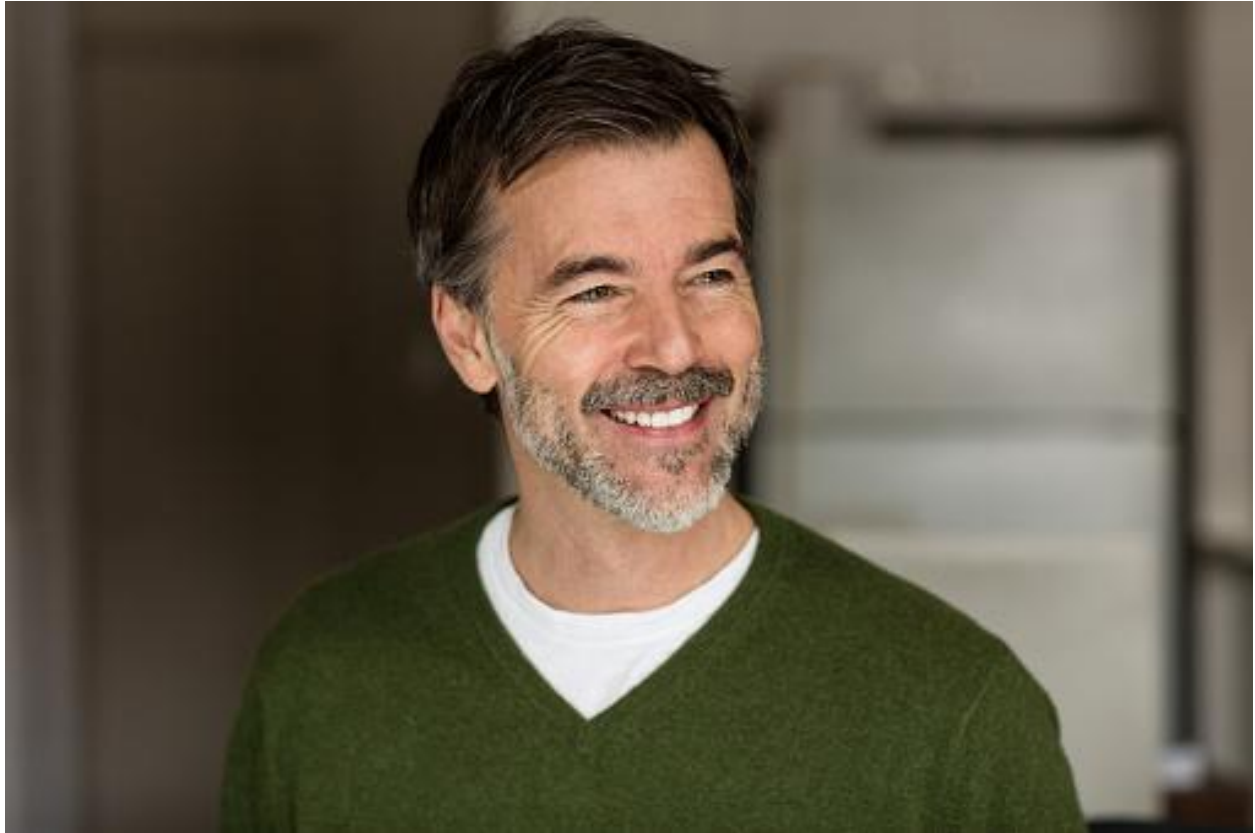
Though it's easy to use filters to erase fine lines in selfies, if you're lucky you'll likely be meeting people off-line eventually too. Muscle relaxant injections can take years off of your appearance at lunch time. Just minutes after the procedure, men can take filterless selfies and hop on a dating app or look more like their filtered photos and be ready to meet other singles on the same day.

Boost self-esteem: For many guys, erasing the signs of ageing can be a quick shot in the arm, so to speak, a quick way to boost one's self-esteem and regain lost confidence. Even young men in their 20s and 30s are turning to injections to stave off the effects of ageing before they begin.



Social Media Standards: Social media has impacted how we view ourselves in comparison with others. We're exposed to new beauty standards every day. Even though many people use filters to disguise their imperfections on social media, these platforms still inspire men to get proactive to look younger in the real world..

Female Influence: Having experienced the benefits of cosmetic treatments, some women want the same for their loved ones and are booking appointments for their partner, son, or a close friend.



Partnering with **The Aesthetic Syndicate** opens the door to transformative growth. Whether you want to expand services, launch targeted men's Botox treatments, or attract high-value male clients, we help you scale smarter and faster.

Consider adding men's injectables, upgrading your facility, or creating marketing campaigns that specifically appeal to male clients. Our strategies support long-term success and sustainable financial growth, ensuring your med spa thrives.

Let's discuss unlocking new revenue streams—such as men's muscle relaxant injections—that keep profits flowing while positioning your spa as a destination for confidence, aesthetics, and luxury.

Meta Description: Muscle relaxant injections, growing increasingly popular among men, erase forehead lines and crow's feet, help boost self-esteem, increase online dating prospects, and assist with the effects of age discrimination in the workplace.