

# DAILY NEWS

**More and more New York dads are asking for facials, Botox and neck lifts on Father's Day**

**Experts say plastic surgery for men becoming more mainstream**

By [Nicole Lyn Pesce](#)/ NEW YORK DAILY NEWS

Published: Friday, June 7, 2013, 4:08 PM

Updated: Monday, June 10, 2013, 2:00 AM



**Andrew Theodorakis/New York Daily News**

**Michael DiVirgilio, with wife Jaclyn and their two kids, gets facials and Botox treatments as Father's Day gift every year.**

Forget the necktie — what daddy really wants for Father's Day is a neck lift. Or maybe some Brotox.

More and more New York pops are asking their loved ones for Botox, liposuction and other cosmetic procedures to make them look and feel their best for their big day on June 16.

Ricky Slate's three grown kids noticed their 62-year-old dad had a "turkey gobbler" of sagging skin under his chin, so they treated him to a little lift last Father's Day.



**Tim Whitby/Getty Images for MTV**

**Don't hassle the Hoff when it comes to David Hasselhoff's Botox treatments.**

“When I would button my collar, they’d think I created a monster,” laughs the Jericho, L.I. dad. “The flesh around my neck was slightly over the collar. And when you try to shave, it’s not easy.”

After undergoing the \$30,000 procedure with Manhattan’s Dr. Sam Rizk — which came with a year’s supply of Botox — he couldn’t be happier. “Dr. Rizk is a sculptor. He’s an artist,” says Slate. “I’m 62, but I don’t look 62.”

And he’s not alone.



Vittorio ZuninoCelotto/Getty Images

**Patrick Dempsey, aka Dr. McDreamy on 'Grey's Anatomy,' admits to being pricked.**

Dr. Rizk, the director of Manhattan Facial Plastic Surgery, sees his male business triple in the weeks surrounding Father’s Day. Long Island surgeon Stephen Greenberg has also seen a 30% spike in male patients over the past two years as more men have accepted plastic surgery and “Brotox” as perfectly macho — and an additional 25% jump in guy clients around Father’s Day.

“A year ago we started to offer a Father’s Day package, and it’s unprecedented what has happened,” says Dr. Greenberg, who charges \$1,500 for eight laser skin tightening sessions, or for body contouring services that promise to zap love handles and beer bellies. “It’s expanded the number of cosmetic surgery procedures that women have purchased for their guys.”

Dr. Michael Fiorilla, the specialist behind SoHo's Luminique MedSpa, says it's becoming mainstream for men to get off work and get some work done. "Guys are caring about their appearance more, and they're talking about it with friends and in the media," says Fiorilla, who offers a 20% Father's Day discount for noninvasive CoolSculpting treatments (normally \$750-\$1,500) that promise to freeze away fat.



**Dr. Stephen Greenberg's business has seen a 30% spike in male patients over the past two years as more men have accepted plastic surgery.**

“I don’t think it’s offensive anymore,” Dr. Fiorilla says. “It’s more like buying a massage or buying a spa treatment, and making your dad feel good about himself.”

Men apparently aren’t wrinkling their noses at Botox injections now that celeb dads like Patrick Dempsey and David Hasselhoff admit to being pricked. Even Bruce Jenner copped to a nose job and partial facelift to Access Hollywood in 2009, although an admission was hardly necessary given the end result.

But cosmetic surgeons say it’s not just for the stars: Such procedures are helping divorced dads across the city get back into the dating scene with laser [hair removal](#) and liposuction. They’re also smoothing wrinkles on middle-aged men after a more youthful appearance to get an edge in the job market.



**Dr. Sam Rizk charges \$30,000 for neck lifts.**

“Unfortunately, we do judge people by the way they look,” says Dr. Rizk. “If you’ve got eye bags ... it’s the kiss of death in a job interview because no one wants to hire you if you look exhausted.”

Mike Williams realized his IT job was taking a toll on his appearance after receiving a gift card to Dr. Mitchell Chasin’s Reflections Center for Skin and Body in New Jersey from his son and daughter last Father’s Day. The 43-year-old used it for Botox to nix the bags under his eyes — and he says the treatments, which start at \$300, were life-changing. “Looking and feeling younger is a great thing for a guy with an 11-year-old son and a 7-year-old daughter,” he says. “It makes you feel energetic, and you look and feel like your old self.”

Now he’s been bitten by the cosmetic surgery bug. “Botox is the gateway drug into the whole world of cosmetic laser treatments,” he laughs. “When you visit Dr. Chasin, he’s got all these cool devices and lasers in his office. Now when I see a brown spot on my forehead, I think, that could be gone.”



**Nicole Pesce**

**Dr. Sam Rizk, director of Manhattan Facial Plastic Surgery, who is seeing a spike in the number of guys he is treating - especially around Father's Day. Pis are handouts from his office.**

Quick injectables like Botox, Restylane and Juvederm, and noninvasive in-and-out procedures such as laser [hair removal](#) and body sculpting are most popular among men, according to Dr. Chasin. "Guys are results-oriented and want to see instant gratification, which is why Botox is so popular," he says.

They also don't want to spend weeks recovering at home. Slate's neck lift with Dr. Rizk took just over four hours, and he was out of bed in three days. Dr. Fiorilla boasts his clients can go golfing the same day they get CoolSculpting, a body contouring treatment that takes an hour and promises lipo-like results.

Other dads are seeking out more spa-like services. Michael DiVirgilio first visited a plastic surgeon seven years ago for a little lipo, but it wasn't until he went to Dr. Greenberg's Long Island medical spa and got a \$250 HydraFacial — which includes an exfoliating acid peel and a water and antioxidant rinse — that he got hooked.

Now, his wife and kids give him a gift certificate to Dr. Greenberg for Father's Day every year.



**Paige Figueira, 28, is planning to surprise her husband Ken, 33, with a cosmetic procedure for his first Father's Day.**

"They know daddy loves his facials," says DiVirgilio, 55, a retired NYPD officer from Plainview, L.I. "I deserve it. It's relaxing, and I like the results. It's a lot better than a tie!"

But avoid an awkward "bro pas" by testing the waters with your father before slapping him with a gift certificate for plastic surgery. "If you don't talk about these things with your husband or your dad, I wouldn't suggest buying it. You don't want to hurt his feelings," says expectant mom Paige Figueira, 28, who is planning to surprise her husband Ken, 33, with a cosmetic procedure for his first Father's Day.

"We both have problem areas we know are not going to get fixed at the gym, and he's talked about getting rid of his love handles," she says. That's why she's getting him CoolSculpting with Dr. Fiorilla at LuminiqueMedSpa. The procedure costs between \$750-\$1,500 per treatment.



“I know it’ll make him feel really great,” says Figueira, who splits her time between New York and Florida. “He’s the face of his business so he wants to look his best. Plus, he’s going to a bachelor party this year, and he wants to look great at the pool.”