



GROOMING

What does it mean to be handsome in 2019?

A few years ago, plastic surgeon Dr Julian De Silva claimed that through the application of the ancient Greek “golden ratio” and some nifty digital mapping, he had figured out the ten most handsome men in the world.

At the top of De Silva’s list was George Clooney, closely followed by Bradley Cooper, [Brad Pitt](#) and Harry Styles. I won’t reel off all the names, but suffice to say that most of the usual suspects were there. [David Beckham](#) was at five, Idris Elba was at seven and, you guessed it, Ryan Gosling was at eight.

Though I don't personally agree with De Silva's estimation – anyone who's seen Pitt's recent turn in *Once Upon A Time In... Hollywood* will know that the 55-year-old actor should be at No1 forever and ever amen – his list does raise questions about what, in fact, it means to be handsome in 2019.

This, after all, is the age of selfies and perfectly honed *Love Island*-ready torsos, of noninvasive surgeries and lunchtime "tweakments", make-up for men, multitudinous "skinfluencers" and a global grooming industry forecast to be worth £23.5 billion by 2024.

It's also that [cosmetic surgeries](#) and noninvasive procedures are also on the rise among men. Out of more than 200,000 surgical procedures performed on men in 2018, for instance, rhinoplasty was the most popular, with more than 52,000 operations carried out. Eyelid surgery ranked second, closely followed by liposuction (up five per cent year on year). In terms of noninvasive treatments, on the other hand, the incidences of men electing to have botox has jumped by 27 per cent since 2010. It's an extraordinary set of statistics that suggest we men are more concerned about looking the best we possibly can than ever before.

