

TOOTH-LENGTHENING

Why: Upper front teeth grind down by 1 mm per decade

The procedure: Washington dentist Daniel Deutsch makes teeth look longer by laminating them or reshaping gums

Cost: \$1,500–\$1,800 per tooth

BUTT LIFT AND IMPLANT

Why: Slacks can't hide a saggy, deflated tush

The procedure: Buttock lifts (up 660% in men from 2000 to 2006) involve surgically lifting baggy behinds; implants, a newer option, mean inserting silicone sacks

Cost: \$4,500

NECK TUCK

Why: The weight of men's skin can cause their "necks to hang over their shirt collars," says Dr. Richard D'Amico, chief of plastic surgery at Englewood Hospital in New Jersey

The procedure: It's a face-lift—for the neck
Cost: \$4,800

HAIR RESTORATION

Why: From 20% to 30% of women have hair loss; 14% of hair-transplant patients are female

The procedure: A strip of hair is taken from a more hirsute area of the head and surgically transplanted
Cost: Up to \$10,000 a session

EARLOBE REPAIR

Why: Those chandeliers you've been dangling since the '70s? Your lobes now look like Dumbo's

The procedure: Dr. Neil Sadick says fillers like Restylane and Juvederm make baggy earlobes "look fresh and more volumized"
Cost: \$500–\$800 per ear

New Ways to Tap into The Fountain of Youth

A full wallet and a moderately high pain threshold can buy admiring comments at the watercooler

KNEE-TIGHTENING

Why: Skin and cellulite pool around the knees—unsightly at the gym

The procedure: Dr. Suzanne Marin Levine, a New York City podiatric surgeon, uses infrared lasers to blast unwanted flab and crepeyness
Cost: \$500

STILETTO SURGERY

Why: Years of wearing pumps gnarl feet, and heels remain part of the dress code at the office

The procedure: Dr. Levine injects smoothing fillers like Sculptra into the sole and surgically removes corns
Cost: \$500 per syringe; \$3,500–\$4,000 for corns

EXTREME HAND MAKEOVER

Why: Knobby, spotted hands say old lady—and gloves aren't this century

The procedure: Doctors can erase spots with lasers, and some recommend plumping up hands with injected fillers
Cost: \$300–\$1,500 for lasers; \$2,000 for fillers

HEALTH

How Not to Look Old on the Job. More boomers are working into their senior years, and who wants to look like the office geezer?

BY LISA TAKEUCHI CULLEN

SAY WHAT YOU WANT ABOUT the glories of growing old—the gaining of wisdom, the drooling of grandbabies, the half-off tickets to matinees of *The Bucket List*. When it comes to the physical manifestations of advanced years, though, there ain't no euphemizing the indignities. Knees go. Teeth crumble. Ear hairs

sprout. Or as Charla Krupp, author of the new best seller *How Not to Look Old*, puts it, "Aging sucks."

It's worse for baby boomers, who must grow old in full view of their colleagues. AARP says 79% of boomers plan to work into the traditional retirement years—good news for employers facing a shortage of skilled workers, bad news for the condo market in

Florida. "One way to stay competitive in the workplace is to look young, hip and current," says Krupp.

Job anxiety is helping drive what analysts estimate is a \$50 billion antiaging industry. Boomers are already the largest consumers of hair-coloring products, cosmetic dentistry and plastic surgery. That includes the men too. The American Society of Plastic

Surgeons says men received 1 out of 10 procedures in 2006. New York City cosmetic surgeon Dr. Neil Sadick says up to a quarter of his patients are male, many of them boomers whose goal is to look good for the office.

Good thing new anti-aging remedies never get old. The trick is not to look as though you're trying too hard. "You don't want a man coming in with a bad toupee and lots of makeup," says Lou Kacyn, a partner at global headhunters Egon Zehnder International. So save the leather pants for the weekend Harley ride. —REPORTED BY ANDREA SACHS