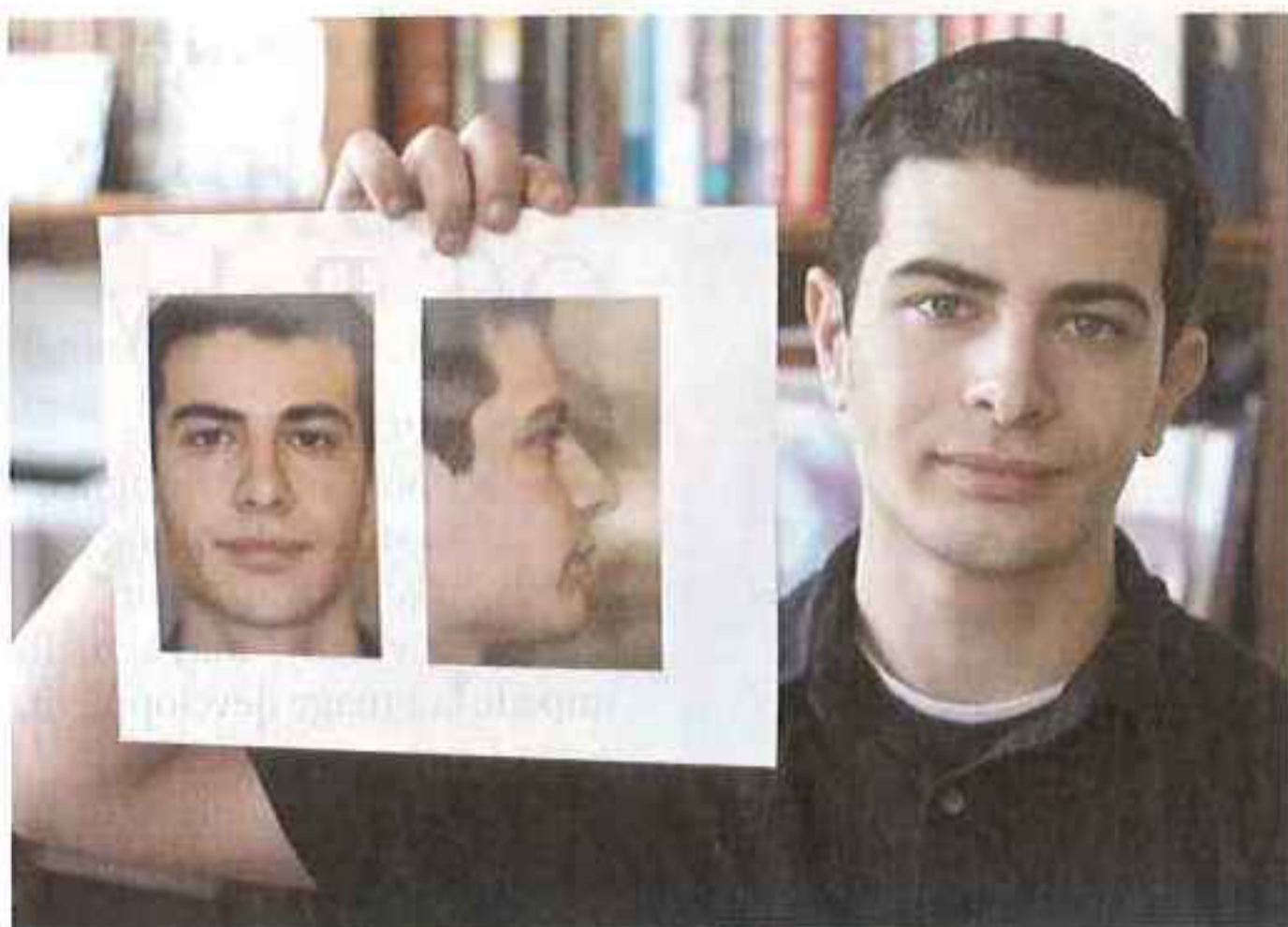


## LOOKS

### A Manly Comeback

**M**EASURING 6 FEET 3, with chiseled pecs and a bushy beard, George seemed like a model of manliness. Yet two years ago the 47-year-old Virginia businessman (who declined to give his full name to protect his privacy) decided he didn't look quite macho enough. So he went to see Dr. Jeffrey Epstein, a Miami hair-restoration surgeon, to have 3,000 hair follicles ripped from his scalp and transplanted into his face, chest and belly. He wasn't satisfied. So a year later he returned to get an additional 2,400 grafts done. "I could still have another surgery and not be completely covered," says George today. "I'm very pleased, but 2,400 grafts is not a very hairy chest."

George's quest for maximum hirsuteness isn't as unusual as it may sound. He's



**BLOW (UP) YOUR NOSE:** Love wants his reduction reversed

part of a growing group of "retrosexuals"—men who shun metrosexuality, with its often feminine esthetic, in favor of old-school masculinity. Cosmetic and hair-transplant surgeons on both coasts report increases in patients seeking a more rugged look: hairier chests and beards, squarer chins, more angular jaw lines. Dr. Paul Nassif, a well-known Beverly Hills plastic surgeon, has noticed the change in the photos patients bring in to show him

their ideal image. A few years ago "they were bringing in a pretty-boy look," he says. Now, though, the requests are different: "Give me a big, strong, manlier chin," he says.

Among hair-transplant specialists, the vast majority of their patients continue to be men hoping to combat balding and receding hairlines. But in recent years, those seeking facial and chest implants have increased. According to the International Society of Hair Restoration

Surgery, facial-hair transplants in the United States jumped from 765 procedures in 2004 to 1,189 in 2006. Epstein, the Miami doctor, has done 10 facial and chest procedures in the past 18 months—double the rate in previous periods. On the cosmetic front, some surgeons say that men are also asserting their manliness through rhinoplasty, or nose jobs, asking for a more pronounced proboscis. Among them is Mike Love, 20, of Arizona. Last year he underwent surgery to pare down what he considered an oversize snout and to achieve "facial harmony," as he puts it. But what he ended up with, he says, was "too small, almost feminine." So Love now has a second surgery scheduled for November. He's much happier with the new version of his nose that he's been promised. "It looks more masculine," he says. "It's much more suited for my face." Unless, of course, the next fad to sweep in causes him to reconsider.

—CATHARINE SKIPP and ARIAN CAMPO-FLORES

## BASEBALL How the Giants Got Aaron's Nod to Bonds

**H**ank Aaron's video tribute to Barry Bonds was the final act in an elaborately choreographed production by the San Francisco Giants. And it was a tribute to the adage "It never hurts to ask."

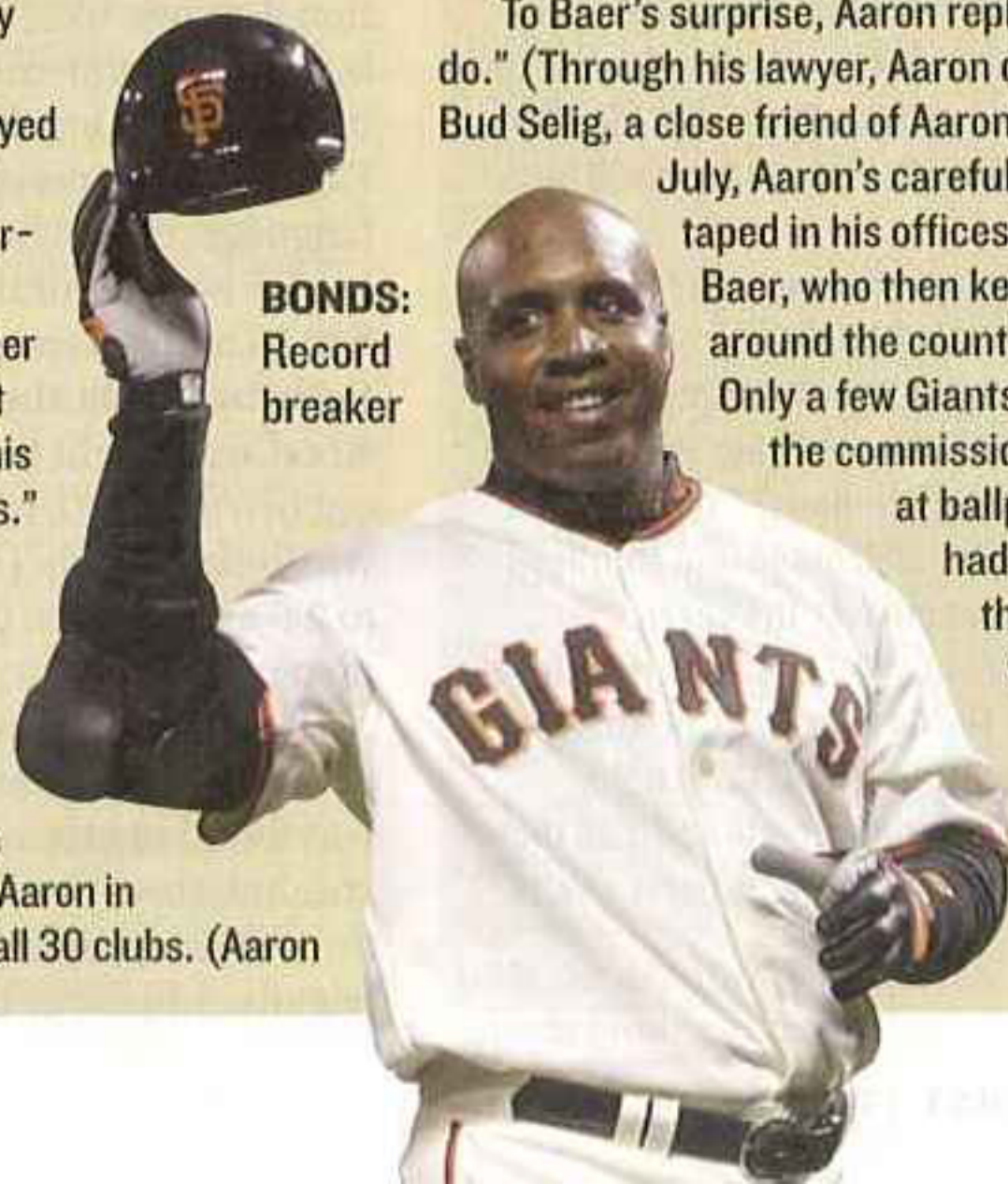
"I would like to offer my congratulations to Barry Bonds on becoming baseball's career home-run leader," Aaron said in a surprise taped message played on the big video scoreboard at AT&T Park seconds after Bonds hit No. 756. Aaron, whose record of surpassing Babe Ruth stood for 33 years, offered his "best wishes to Barry and his family," and then rather cryptically added, "My hope today, as it was on that April evening in 1974, is that the achievement of this record will inspire others to chase their own dreams." The last comment, of course, could be read as Aaron's hope that some other ballplayer will one day pass Bonds, whose home-run chase has been tarnished by questions about performance-enhancing substances. Aaron has hardly embraced Bonds as worthy of baseball immortality.

But earlier this summer, the Giants approached Aaron in Manhattan after a regular meeting of officials from all 30 clubs. (Aaron

is an executive for the Atlanta Braves.) "We thought this might be Hank's opportunity" to explain his position, says Larry Baer, the Giants' chief operating officer, who had the talk with Aaron. "I didn't think he'd do it."

To Baer's surprise, Aaron replied, "That's something I think I can do." (Through his lawyer, Aaron declined to comment.) Commissioner Bud Selig, a close friend of Aaron's, offered his blessings, and in early July, Aaron's carefully written and vetted statement was taped in his offices in Atlanta. A single copy was sent to Baer, who then kept it with him as he attended games around the country as Bonds approached No. 756. Only a few Giants officials knew of the tape, as did the commissioner's office—and scoreboard keepers at ballparks where Bonds was playing. They had to be briefed ahead of time to be sure the tape was compatible with the local video and audio systems. "I've been carrying around this tape for weeks," says Baer. "Next to the formula for Coca-Cola, it was the most secretive piece of information out of Atlanta."

—DAVID KAPLAN



**BONDS:** Record breaker