

# The Brotox Boom: Male Neurotoxin Spending Hits Record High

## Executive Summary

Call it Brotox: informal, a little tongue-in-cheek, and, according to the latest data, no longer a niche behavior.

Male neurotoxin spending has entered a new phase. Average transaction size hit a **record high in Q3 2026**, driven not by higher overall pricing but by men consistently receiving more same-priced units per visit than women do. The multi-year convergence in male-female spending, which had been narrowing steadily since 2022, reversed sharply in Q2 of 2026. That reversal coincides with two other patterns in our data: a growing concentration of male spending in the West, and a younger, more Millennial-skewed male patient base. Are these three different stories, or one combined trend, and what does this mean for the medical aesthetics market?

## Key Takeaways: The Brotox Boom

### The average Brotox visit now costs over \$500.

Male neurotoxin transaction size hit **\$529** in Q3 2026, the highest point in nearly 5 years of data.



#### Men aren't paying more, they're going bigger.

Men pay essentially the same per-unit price as women but receive roughly **10 to 15% more units per visit**. The entire spending gap comes from size of the dose, not price.



#### Go West, young man.

Roughly **40% of male neurotoxin spending** is concentrated in the West, versus about **30% of female spending**. This gap has widened markedly in just the last year.



#### Mind the gap.

The male spending premium over female spending compressed from about **19.6%** in 2022 to roughly **12.8%** through most of 2025 and early 2026, and then jumped back up to **16.3% in Q3 2026**, the single largest quarter-over-quarter swing in the dataset.



#### Generational trends.

**Gen X and Millennials** represent the largest neurotoxin patient segment for both genders. Men skew more heavily toward the younger Millennial cohort than women do. Boomer and Gen Z shares are essentially identical between genders.

METHODOLOGY

To better understand how men are connecting with the world of medical aesthetics, we combed through and analyzed our Qsight Sales Measurement data, focusing on male use of neurotoxins like Botox. This report draws from millions of transactions across thousands of medical aesthetics practices and med spas in the U.S. The time period covered was **Q1 2022 through August 1, 2026, or Q3 2026 to date**. We broke out spending/usage patterns regionally, in the West, South, Midwest and Northeast, and defined generational cohorts (Boomers, Gen X, Millennials, Gen Z), to determine relevant patterns.

The report aims to provide a real-time view into how much, when and where ‘Brotox’ patients spend on neurotoxin treatments, suggesting emerging opportunities for product development, clinical practices and investment focus.

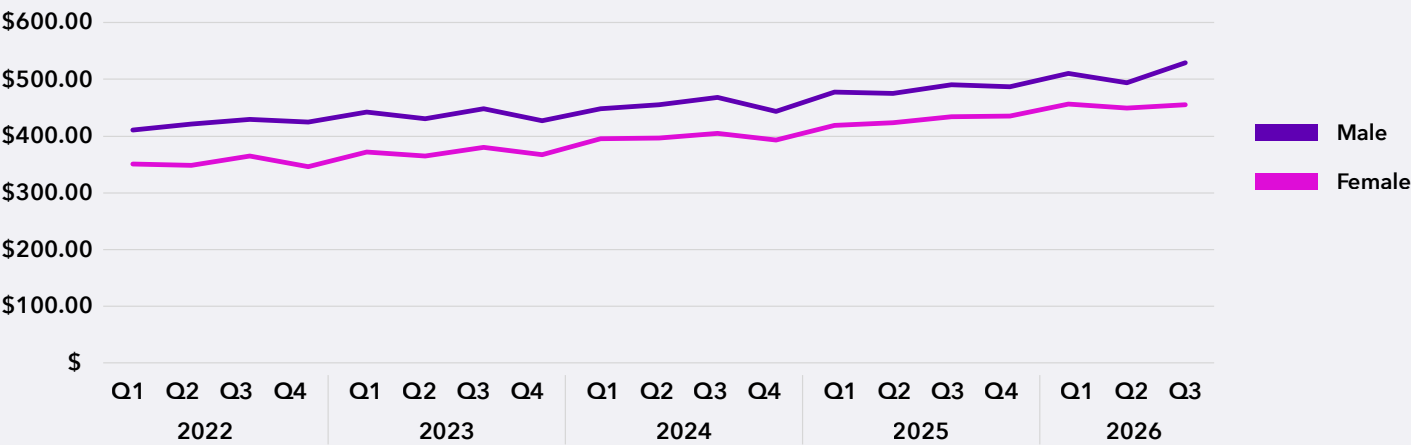
The Spending Gap Is from Volume, Not Price

Men spend more per transaction than women but pay the same price per unit of neurotoxin.

The gap is entirely a function of **bigger doses** and is consistent across new and returning patients. The average transaction size between men and women (see Figure 1) runs steadily parallel, indicating that frequency of visits is **essentially the same**, and a consistent amount of product is being bought by each gender.

This is also a regional story: the unit premium runs **+15.7%** in the West and **+14.3%** in the South but only **+7.3% in the Midwest**, while across generations it is a flat 11-13%. While There is variation in unit price across regions, within those regions men and women pay substantially the **same price per unit**, with no statistically meaningful difference.

FIGURE 1 Average Transaction Size by Gender, 2022-2026 YTD

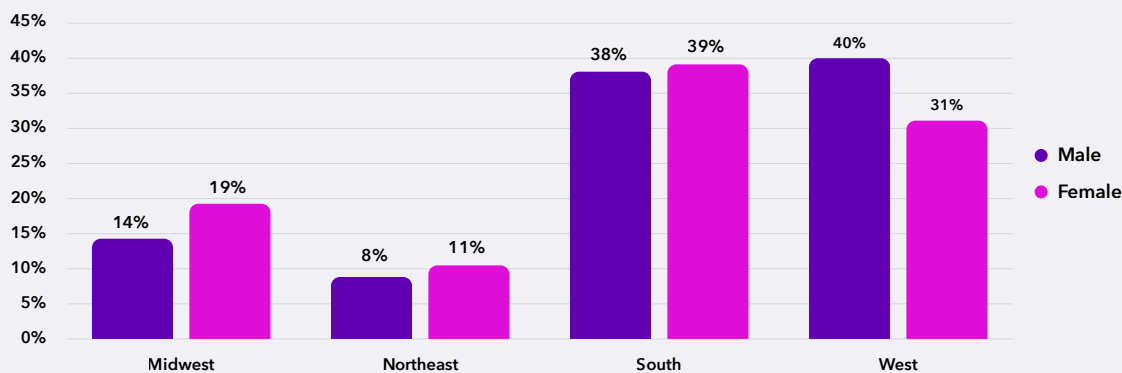


Source: Guidepoint Qsight Sales Measurement Data

Where Brotox Is Growing, Regionally

Male neurotoxin spending is **concentrated in the West** at a higher rate than female spending. The share of male neurotoxin patients located in the South is unremarkable, similar to the rate of female patients located in the South. Both the Midwest and Northeast show men underrepresented relative to women, with the Northeast’s gap proportionally nearly as wide as the Midwest’s (see Figure 2).

FIGURE 2 2026 Q2 Share by Region by Gender



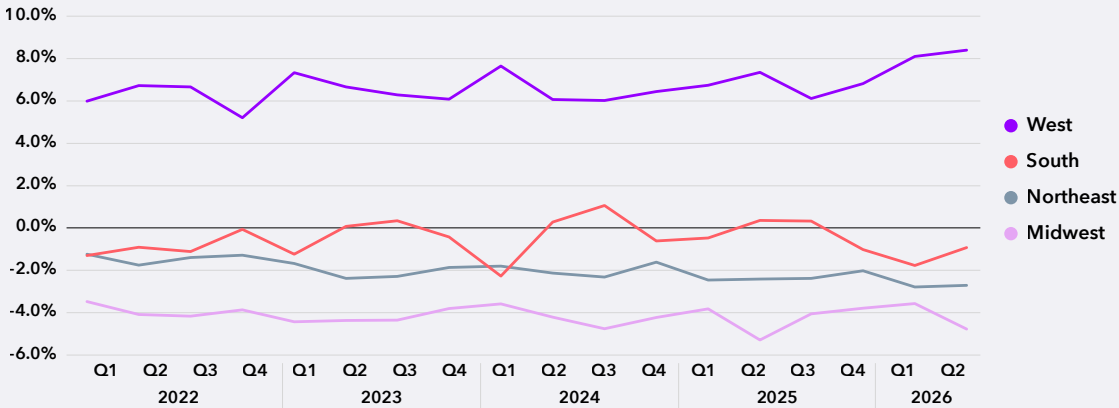
Source: Guidepoint Qsight Sales Measurement Data

Diving into our quarterly data, it appears that the concentration of male neurotoxin spend is fairly consistent across regions. Each region has held steady in a fairly tight band, though there is a **slight acceleration in the West**.

Male underrepresentation in the Midwest and Northeast may reflect a **lower level of routine adoption among men**, rather than lower interest in appearance or self-care. In the Midwest, this may be more connected to provider availability and less male-focused marketing; in the Northeast, it may reflect a mature aesthetics market that remains more strongly associated with female patients.

Our analysis reveals that the South’s representativeness in use by gender (see Figure 3) is due to Southern male neurotoxin users behaving very much like the average male neurotoxin user in the rest of the country. There is no single data point that strongly differentiates the South—as in the rest of the country, men get neurotoxins at physicians’ offices more than women do. The South does not stand out remarkably in this regard, while the West does: **Western men go to MedSpas at about the same rate (as a percentage of all treatments) as women do.**

FIGURE 3 Relative Gender Share (Brotox Gap) Over Time

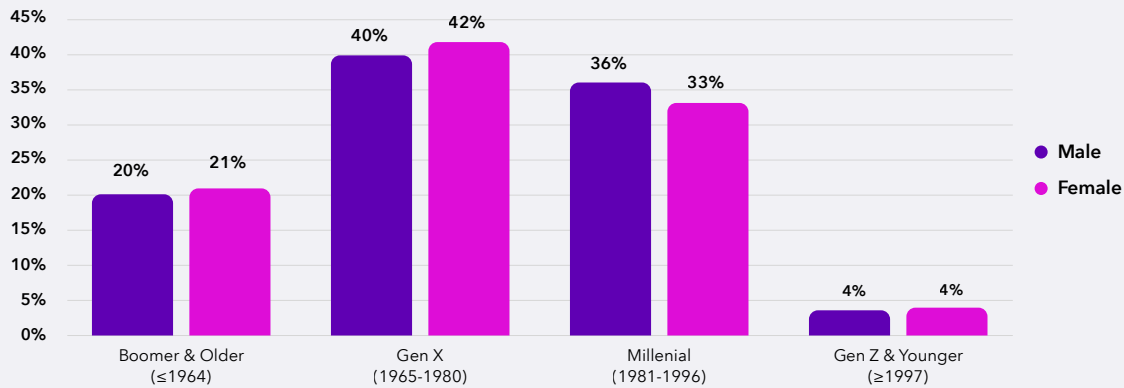


Source: Guidepoint Qsight Sales Measurement Data

## How Old Are the Men Getting Brotox'd? Age and Generational Patterns

Male and female patients look similar at the Boomer and Gen Z ends of the market (see Figure 4). But within Gen X and Millennials, which are the largest segments for both genders, men lean relatively more Millennial (**36% of male patients vs. 33% of female patients in Q2 2026**). This is a recent shift: in 2022, men were less Millennial than women, around **29% vs. 32%** (see Figure 5).

**FIGURE 4** 2026 Q2 Sales Share by Generation by Gender



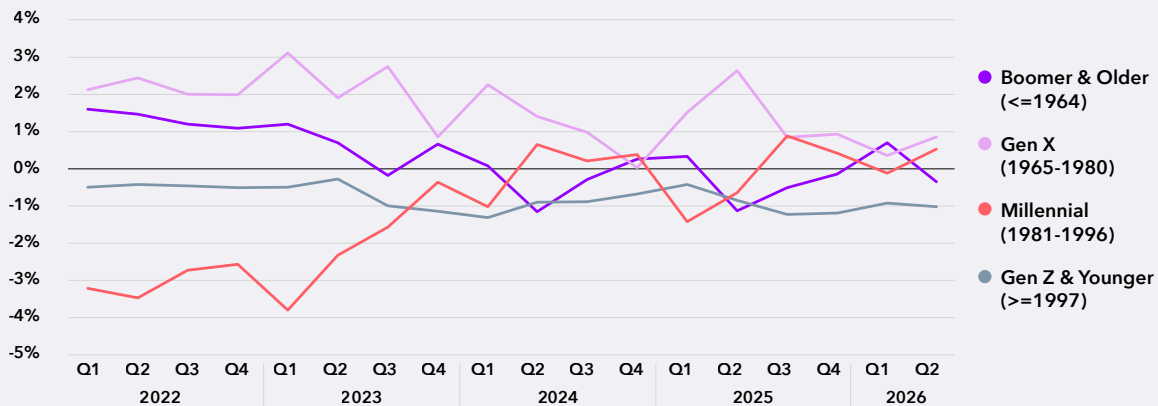
Source: Guidepoint Qsight Sales Measurement Data

Male Millennial neurotoxin growth has been fairly strong across regions. However, Millennial men actually have the smallest premium of any cohort at **+10.8%**, suggesting that the higher-dose finding is not tied to younger men.

As of 2026 Q2, Gen Z and Millennials make up **just over 50% of new first-time neurotoxin patients**. 5 years ago, in 2021 Q2, this share was just **under 40%**. Male Gen Z patients show significantly smaller transactions and fewer units: in 2026, the average Gen Z visit cost around **\$460** and covered **60 units**, while all other generations spent well over \$500 and used over 70 units.

Guidepoint Qsight's data shows that the West has the **highest relative share of male patients compared to female patients** (Figure 2), but our analysis revealed that the male Millennial share in the West is growing at a similar rate to the rest of the country. The relatively large gap between male and female neurotoxin share among Millennials in the West has more to do with **Western female patients being older** than in the rest of country, than about male patients in the West skewing strongly Millennial.

**FIGURE 5** Age Generation Share Gap Over Time



Source: Guidepoint Qsight Sales Measurement Data

## In Sum, Here's What's Driving the Brotox Trend

As Brotox continues to grow, we're seeing a pattern of **younger male patients** and **more geographic diversity**, even with current usage more concentrated among Western patients.



The Q3 2026 widening in the male spending premium is an **early signal worth watching**, but it is too soon to call it a sustained reversal. The prior convergence had been consistent for several years, so a sharp move in one partial quarter could reflect a real shift in patient mix or dose behavior, or ordinary quarter-to-quarter volatility. If the gap remains elevated through the full quarter and into Q4, this strengthens the case that male neurotoxin spending is entering a **new growth phase** rather than simply returning to its historical range.



Possible drivers of the recent change in regional spending patterns may include expansion by practices serving male patients, more targeted local marketing, and **greater awareness of minimally invasive treatments among younger men**.



The key next step for medical aesthetics clinics and practitioners is to determine whether the increase is concentrated among **new patients, returning patients, specific metro areas, or a small group of high-growth practices**. Especially in the **Midwest and Northeast**, the opportunity may be to make neurotoxin treatment feel more visible, relevant, and routine for male patients.

**WE CONCLUDE THAT, FOR THE PRESENT,  
BROTOX IS NOT ONLY HERE TO STAY,  
BUT IS A GROWING TREND.**

→ [See what the market sees next.](#)

