

FASHION & STYLE ||| GROOMING |||

Doctor's Orders

A trio of treatments offers a fresh take for the fellas.

| By Karina Timmel Antenucci |

1. The wrinkle reducer: Botox

WHERE TO GET IT Marietta Plastic Surgery, 770.425.0118, mariettaplasticsurgery.com **COST** \$14 per unit **WHY DO IT** You may not mean to look angry, but that permanently furrowed brow is not helping your case. "We are seeing more men each year for Botox as well as other procedures. Men are trying to stay younger-appearing for professional reasons. ... Botox can help take away that tired, sad or mean look to the face even when we don't intend to project that message," says Michael J. McNeel, MD, FACS, board-certified plastic surgeon and one of four plastic surgeons who administer the treatments at Marietta Plastic Surgery. McNeel adds that most men are interested in the area between the eyebrows (the glabella) and the crow's-feet area around the eyes. **WHAT TO EXPECT** Botox injections take just a few seconds and you'll only experience a brief and mild discomfort. They take several days to "kick in," so you don't have to worry that you'll look different all of a sudden if you're heading back to work. Depending on the individual, Botox typically lasts for three to four months.

2. The body shaper: CoolSculpting

WHERE TO GET IT Sculpted Contours, 404.872.8578, sculptedcontours.com **COST** \$700 per medium-size area (package discounts available for more than one area) **WHY DO IT** You've been working out and eating well, but you just can't seem to get rid of that outer layer of fat. The CoolSculpting procedure is the only FDA-cleared, nonsurgical fat-reduction treatment that uses controlled cooling to eliminate body fat on any part of the body without having to go under the knife. Treated fat cells are "frozen," which causes them to die. Your body naturally metabolizes the cells, causing a permanent reduction in fat in the areas treated. "Men treat their love handles and lower abdomen most often," says Kathy King, owner of Sculpted Contours. **WHAT TO EXPECT** Sculpted Contours can treat three areas on your body at the same time because they have three machines—all while you kick back in your large private suite on an oversize

bed and work on your computer, watch TV, make calls, relax or even take a nap during your procedure. You may have some minimal temporary redness, swelling or bruising. Results appear gradually within about three weeks with full results by 90 days after treatment.

3. The sweat antidote: MiraDry

WHERE TO GET IT WIFH, 404.832.0300, wifh.com **COST** \$2,600 **WHY DO IT** Excessive sweating is just plain embarrassing. The results of the FDA-cleared MiraDry procedure, which uses microwave energy to heat and disable sweat glands on all skin tones, is the only nonsurgical, long-lasting solution for underarm sweating. (There are others that only work temporarily and can cost more in the long run.) **WHAT TO EXPECT** You'll need to shave your underarms two to three days prior to the procedure so that there's just a little stubble when you go into WIFH. The doctor will numb the area with a local anesthesia, and MiraDry takes about one hour to complete. "Most people will only require one treatment. Rather than administering up to 100 lidocaine injections, which have historically been used, I use a tumescent technique to numb the underarm area, which allows for more complete and even blocking of the nerves, making it completely comfortable," says WIFH founder Jay Kulkin, MD, MBA, FACOG. Hold off on exercise for a few days due to some swelling and tenderness.

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