

# Millennials Turn to Antiaging Treatments

- The selfie generation isn't all Botox and fillers.

BY ELLEN THOMAS

The **selfie generation** is obsessed with their looks – and they're working hard to preserve them as they move through their 20s.

While many Millennials are fighting Mother Nature with Botox and fillers, the entire age group hasn't been driven to the needle – yet. Instead, they're taking a more proactive approach to antiaging than their parents. For a consumer group obsessed with superfoods and SoulCycle, preventative antiaging is seen as an intrinsic part of overall health maintenance. Scheduling a facial is as important as – or even more than – a dentist's appointment.

A demand for non-invasive aesthetic procedures with little to no downtime and near-instant results offering a “you-but-better” look has contributed to a resurgence in the popularity of time-tested antiaging treatments such as microcurrent, microneedling and chemical peels. They have reemerged as a midpoint between two extremes – Botox and fillers and less efficacious home devices – and are driving Millennials to the dermatologist's office, aesthetician and quick service bars in droves.

“The biggest change I've seen in the last few years is that the procedures I do are accepted as a part of overall wellness,” said Dr. Paul Jarrod Frank, a New York cosmetic dermatologist. “It's not this idea that only ladies who lunch go to doctors like me.”

Frank specializes in cosmetic procedures and noted he has seen a sharp uptick in patients purchasing LED light, skin tightening and radio frequency treatments, which licensed aestheticians perform in his newly opened PfrankMD Skin Salon across the hall from his Manhattan office. Noting the popularity of these non-invasive procedures that don't require his direct oversight – such as administering a face reshaping filler would – Frank has plans to expand his Salon concept throughout the city, the Tristate area and Miami.

