

WWD

For Straight Males, Body Contouring Is the Gateway to Botox

Men are visiting cosmetic dermatologists to rid themselves of love handles — and discovering Botox along the way.



© Dr. Paul Jarrod Frank
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SCULPSURE AND LASER LIPO

At Dr. Paul Jarrod Frank's Upper East Side cosmetic dermatology practice in Manhattan, male patients — about 40 percent of the practice — seeking body contouring procedures are “Type A, frustrated and intolerable of being able to get rid of certain genetic pockets of fat they can't lose by dieting or exercise,” according to Frank, who noted the most popular area on the body for men to treat is the “love handle” region, along with the chin and chest. The most common noninvasive procedures Frank performs are Laser Liposuction and SculpSure, a laser that melts fat — he prefers using heat over freezing technologies because of the skin-tightening benefits of lasers like SculpSure that rely on heat. Laser Liposuction requires local anesthesia and about 36 hours of downtime — a “weekend” procedure, as Frank refers to it — but can garner significantly more results — about 80 to 90 percent fat removal — than a treatment with less downtime, like SculpSure. “The noninvasive person is willing to accept whatever difference it makes because they don't want to deal with downtime,” said Frank, who noted that more awareness and acceptance in popular culture of noninvasive procedures is driving men to his practice. “A lot of men are concerned about the jawline or double chin — if they're told they can do something about it non-invasively it's an easy sell,” said Frank. “Men are just as concerned with being the best versions of themselves as women, they're just focused on different things — they want to be in the best shape or the most competitive.”