

# DUJOUR

## Overhyped or Underrated? Beauty Experts Weigh In

Four beauty buffs reveal the truth about popular treatments

Written by Lynn Schnurnberger

With what can seem like a million new beauty treatments being touted each week, it's been hard to know what to opt for—until now. Four renowned beauty experts weigh in on the good, the bad and the most promising.

### DR. PAUL JARROD FRANK

#### *Overhyped:*

“On the subway, I get really angry when I see ads for ‘fat melting machines,’ or ‘fat melting spas,” says renowned dermatologist Dr. Paul Jarrod Frank. “There are some fat melting technologies that work well, and I use them, but only on patients who want to get rid of belly fat or love handles or an extra three to five pounds. The majority of patients want to lose more than that and they’re going to be sorely disappointed—not to mention that they’ll waste a lot of money. The same is true for “skin tightening” machines. On a 35-50 year old who’s well-maintained Ultherapy or Thermage can be the icing on the cake, adding a little more lift and tightening to a series of injections. But you need collagen to build collagen, and on older patients this just doesn’t cut it.”

#### *Underrated:*

“People come in complaining about wrinkles, but one of the biggest signs of aging is dull skin,” says Dr. Frank. “There are all different kinds of fraxel lasers that will help remove brown spots, fine lines, acne scars, and they also decrease the risk of skin cancer. When patients come in for a consultation it’s the first thing I talk to them about.”