



For many men, beauty has become skin deep

"Cosmetically conscious" men are embracing the notion of dermatology procedures.

Shakespeare said clothing "oft proclaims the man." But for face and body, more men are using cosmetic dermatology.

Facial wrinkles, sun spots

The fix: Cosmetic dermatologist Paul Jarrod Frank, founder of 5th Avenue Dermatology Surgery and Laser Center in New York, uses a laser to deliver heat within the skin, which triggers damage and then "subsequent replacement of the damaged skin by microscopic exfoliation" via tiny scabs that eventually slough off. The skin looks red for a couple of hours and feels like sandpaper for a few days. Some results can be seen after one treatment, but most dermatologists recommend four to five monthly treatments.

Time: 10 minutes, in addition to 15 minutes of topical anesthesia/numbing cream

Sweaty underarms

The fix: Your face isn't the only place for the injectable Botox, which blocks nerve signals that lead your glands to sweat.

"This procedure is one of the safest and most effective standards of care for excessive perspiration and for those who are sensitive to deodorants and antiperspirants," Frank said. A single treatment can reduce sweat for six to eight months and has no negative side effects.

Time: 15 minutes, in addition to 20 minutes of topical anesthesia/numbing cream