

MODERN LUXURY

GOTHAM



Downsizing

FROM SMARTER SCULPTING TO THE LATEST TECH FOR TONING, NEW INNOVATIONS ALLOW PATIENTS TO TRIM THE FAT AND SLIM THEIR SHAPE WITHOUT GOING UNDER THE KNIFE.

BY PHEBE WAHL

Boasting no needles, anesthesia or stitches, the minimally invasive AirSculpt procedure utilizes a patented technique that creates a 2 mm circular entry site (think the size of a pencil eraser) for fat-cell removal with a device designed to minimize bruising. The procedure is a less-invasive alternative to traditional liposuction that causes less swelling and downtime. "You are awake throughout the whole process—you walk in and you walk out," says Dr. Aaron Rollins who developed the technique and founded Elite Body Sculpture (from \$5,000 per area, elitebodysculpture.com). "It is best for localized stubborn fat," says NYC-based Dr. Tony Perkins, who shares that many patients are able to return to work only days later.

For those wishing to tone rather than remove fat, a new muscle-toning device targets areas like the buttocks and abdomen using high-intensity focused electromagnetic technology (HIFEM). The focused

energy causes 20,000 supramaximal muscle contractions per session—meaning you can pack 20,000 squats or situps into a 30-minute session without having to set foot in a gym.

"We found new ways to approach fat; we found new ways to approach skin. The holy grail has been muscle—and that is where Emsculpt is the most exciting technology," says Manhattan-based Dr. Paul Jarrod Frank, who recommends four sessions over two weeks (from \$1,000 per session, pfrankmd.com). Emsculpt sessions are best for those with a lower body weight. "The treatment is ideal for those who have lower BMIs and lead an active lifestyle, but are looking to further define hard-to-target areas such as the abs and glutes," says Dr. Dendy Engelman (mdcsnyc.com), who also uses the device at her practice in New York City.

"These cosmetic treatments are a form of grooming, and offerings like Emsculpt are breaking barriers," says Frank. "They are making body treatments no longer a stigma."

