

# DEPARTURES

30TH ANNIVERSARY



## Wellness Gets Uberized

The rise of convenience culture and the advent of new technologies have brought about ever-more-frictionless forms of self-care. Can feeling great really be this easy?

*Illustrations by Israel Vargas*

According to New York dermatologist Dr. Paul Jarrod Frank, regardless of who is being artfully chiseled, it's important to manage expectations. Machines like CoolSculpting, Emsculpt, and Unison work best on people who are already close to their ideal weight and take care of themselves. "There's no magic," he says. "If someone needs to look like they've lost ten pounds in their belly, I'm going to opt for a slightly more invasive technique like laser liposuction. If they just need to lose an annoying little pinch, two or three pounds, I'm doing CoolSculpting or SculpSure, a laser that helps melt fat, followed a month later by Emsculpt." He says that 50 percent of his practice is now body-related. "I treat areas resistant to diet and exercise, not people resistant to diet and exercise." — *Sandra Ballentine*



SELF-CARE

### The Angry Inch

*New technology targets a notoriously treacherous foe: your waistline (and butt, and arms).*

**F**or those in pursuit of the least amount of body fat possible, even an optimized diet and targeted personal training can't always cut it when it comes to those last few stubborn pounds. Now, thanks in large part to the wild success of fat-freezing innovator CoolSculpting, which was acquired by pharmaceutical giant Allergan in 2017 for nearly \$2.5 billion, a slew of new technologies promise to eradicate fat and build muscle without surgery or even much sweat. An arms race is under way to develop new and improved weapons to fight the battle of the bulge.