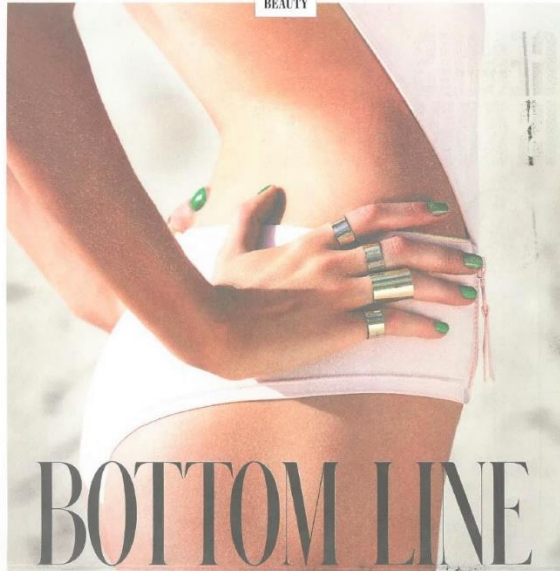


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BEAUTY



BOTTOM LINE

The FDA has approved a new weapon in the war on cellulite (that doctors say actually works — and fast)

By CARA KAGAN

NOT long ago, reducing fat without diet and exercise meant a tummy tuck or liposuction, and neither surgery could do-pucker stubborn cellulite or tone muscles. But new non-invasive body contouring treatments with zero recovery time are springing up like scrunchies in an '80s locker room, promising to deliver the previously undeliverable. "We have entered the 'Brave New World' of medicine," says Dr. Dendy Engelman, a New York City dermatologist who offers the brand new cellulite-blasting Emtone at her practice. "You can literally sculpt your body without any effort or downtime. The technology is truly amazing." Not only is it quick and painless, but there are no BMI, body type or skin color restrictions. The procedure uses radiofrequency and targeted pressure energy to spur skin-tightening collagen and elastin and even out fat deposits that cause dimpling. Madlena Kalinova, a 35-year-old model, recently underwent the therapy at dermatologist Dr. Paul Jarrod Frank's Fifth Avenue skin salon. "I saw improvements after the first treatment and full results after the fourth," the avid gymgoer tells Alexa. "I've recommended it to a friend."

At least four 20- to 30-minute sessions over a two-week period are required, followed by periodic maintenance touch-ups. At \$750 to \$1,000 a pop (for this and similar new treatments) it's not cheap, but might be the only solution when keto and Burti yoga aren't doing the trick. Research shows that quick figure fixes are growing in popularity. According to the American Society for Aesthetic Plastic Surgery, nonsurgical fat reduction procedures are up 50 percent in the last five years. So it's no surprise that marketers are cranking out new body-sculpting machines at lightning speed. And time is on their side. "Many patients today are on the go and work long hours so they can't commit to the longer recoveries from surgery and liposuction," explains New York City dermatologist Dr. Ariel Ostad. "Patients can have these new treatments during their lunch break and head right back to work." Effective as these modalities are, doctors say they won't work miracles. None will fix serious skin sagging and considerable laxity, or cause major weight loss. "These treatments can't replace liposuction or surgery and won't transform a beer belly into six-pack abs," says Dr. Alan Matarasso, president of the American Society of Plastic Surgeons. "But they can improve problem areas on fit people at healthy weights." As of this summer, patients can also firm bingo wings and jiggle legs. The FDA-cleared device called Emsculpt with Smaller Applicators can be used on formerly untreatable trouble zones like arms and calves. Its cousin,

Emsculpt, which was introduced last year, works on larger areas like the abdomen, buttocks and thighs. Both machines tone and define muscles while burning fat, using high-focused electromagnetic energy. This triggers muscle-toning contractions that signal fat cells to explode and be released as free fatty acids. "After the second [Emsculpt with Smaller Applicators] treatment, I saw muscle building with tone and shape to my arms. I love the results," says Julie, a 45-year-old teacher and patient of Dr. Frank, who does OrangeTheory Fitness three times a week. "Two other muscle-toning devices — CoolTone and truSculpt Flex — have also launched this year. The first employs magnetic muscle stimulation (MMS) to cause involuntary contractions. It's like an intense workout for the abdomen, buttocks and thighs. The latter replicates the actions of crunches, squats and twisting with MDS multi-direction electric stimulation technology. At the same time, it stretches muscles, thereby increasing flexibility. "We have patients note the depth of their stretches before and after each session and all have seen remarkable improvement," says Jeanne Astarita, founder of NYC's Just Ageless medical spa. It turns out that in the bold new era of medical conditioning, patients can now spot train — without breaking a sweat.

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