

## 8 lunch break cosmetic procedures for men

Shakespeare said clothing "oft proclaims the man." But for face and body, more and more men are using cosmetic dermatology, albeit without the fervor as their female counterparts.

### Facial wrinkles, sun spots

**The fix:** Clear+Brilliant "refreshes your skin from the inside out," says cosmetic dermatologist Paul Jarrod Frank, founder of 5th Avenue Dermatology Surgery and Laser Center.

The laser delivers heat within the skin, which triggers damage then "subsequent replacement of damaged skin by microscopic exfoliation" via tiny scabs that eventually slough off. Post-treatment, skin looks red, as if a client has been in the sun, for a couple of hours and feels like sandpaper for a few days. Results can be seen after one treatment, but most dermatologists recommend four to five monthly treatments.

Frank says the procedure won't cause major swelling or scabbing as does Fraxel, another popular resurfacing laser.

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

**Cost:** \$600

### 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 says. It works by 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

**Cost per treatment:** \$1,200 for both arms