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## Treatments Trending

As the definitions of self-care and well-being continue to expand, an array of procedures to stave off injectables and surgeries are the latest obsessions.

### MEN'S SKINCARE



Long relegated to grooming products consisting of head and facial care revolving largely around hair, the landscape of the male beauty ritual is shifting. With tougher, oilier, and generally thicker skin, men confront a different set of skin challenges.

Veteran chemist Marie Veronique Nadeau and skincare specialist Kristina Holey debuted men's skin health brand **Louis Pierre | M. Veronique** (\$12–\$65; [marieveronique.com](http://marieveronique.com)) in summer 2018 to satisfy demand. “Having studied men and their skincare habits for years, we discovered an unrecognized phenomenon: most men either don't know, or think they're not supposed to care about their skin,” explains Holey. Their suppositions were originally cemented during the launch of their first collaboration, Marie Veronique, a skincare line of biomimetic reparative serums crafted for their largely female clientele. Created using ingredients organically found in the skin, Louis Pierre (named for Nadeau's father) offers a five-step program—cleanser, shaving oil, aftershave tonic, finishing oil, and sunscreen. “Healthy skin is just as important for men. Plus, a good complexion is a handsome thing,” says Holey.

Skin health isn't skin deep according to Christina Mace-Turner, founder and CEO of **Mab & Stoke** ([mabandstoke.com](http://mabandstoke.com)), a direct-to-consumer company that formulates herbal dissolvable tablets called Mab Tabs (\$78 for a 28-day supply). While the epidermis plays an important role, Mace-Turner looks internally to “amplify wellness,” she says. Culled from over two dozen highly concentrated organic herbal extracts, each tin of Mab Tabs is engineered with a specific user in mind. Prepared from the results of a playful yet telling Mad Libs-style online questionnaire, each daily supplement features a unique blend. Although not exclusively marketed to men, Mace-Turner explains that she purposefully sourced herbs that can be dialed up for men's Mab Tabs like Oatstraw, a stress regulator that “can be helpful for skin due to its macronutrient content. Burdock, which aside from general support for skin health, is also frequently used to treat skin conditions such as eczema, psoriasis, and acne. Ashwaganda, an adaptogen, has anti-inflammatory benefits that aid skin health and is also cardioprotective, so it's especially useful for men over the age of 40.”

### IN THE GENES



The field of genetic wellness posits itself around a singular question: What health changes would you make if you knew your body's genetic shortcomings? That call to action is the core of the **California Health & Longevity Institute's Genetic Wellness Program** (from \$3,100; [chli.com](http://chli.com)) at the Four Seasons Hotel Westlake Village. This series of screenings differs from the bevy of available genetic testing thanks to the idea that specific assessments in five categories—cardiology, cancer, nutrition and fitness, telomere length, and pharmacogenetics (how people react to different drugs based on their genetics)—can disclose information vital to bridging the gap between genetic health and physical well-being. Including genetics within an individualized fitness and lifestyle program helps identify an increased risk of cancer and cardiovascular disease. Plus, the more one knows about how their body tolerates food, or what predisposed genetic limitations already exist, the more a truly personalized health and wellness program can be created. Test results from blood samples and cheek swabs take anywhere from two weeks to a month to receive.

### BODY WORK



Skip the heavy lifting and enlist **Emsculpt** ([bodybybtl.com](http://bodybybtl.com)), a noninvasive body-sculpting and toning device that uses high-frequency electromagnetic waves to contract muscles 20,000 times in 30 minutes. Employing a proprietary technology delivered via two flat paddles, the machine is strapped to either the derriere, abdominal region, arms, or thighs; alternating pulses and contractions build muscle fibers by about 16 percent, according to BTL Aesthetics, the device's parent company. “They took it from rehab and moved it into the area of antiaging and aesthetics, so it's not necessarily experimental,” says Dr. Suzanne Levine of Manhattan's Institute Beauté ([institutebeaute.com](http://institutebeaute.com)). “It was developed for people who had neuromuscular diseases and they noticed it built up the muscle to avoid atrophy. The device is based on magnetic energy, which is far stronger than electrical stimulation.” But, according to Levine, those with cardiovascular issues cannot undergo treatment and it's not for weight loss. “It has to be used on someone who is physically fit. If a person has a lot of fat in a specific area, it won't be able to penetrate down to the muscle layer to be effective.”

Designed to burn fat, tone, and lift, Emsculpt, according to Dr. Ava Shamban of Los Angeles' Skin Five ([skinfive.com](http://skinfive.com)), is also “ideal for people with low-back or

**Designed to burn fat, tone, and lift, Emsculpt produces alternating pulses and contractions to build muscle fibers by about 16 percent in 30-minute sessions.**

knee issues needing help with strengthening their core.” Levine says, “We've been getting amazing results on the inner thigh, and I do the treatment in combination with an anti-cellulite machine to make the skin look smoother.” Four sessions (from \$899/30 minutes) scheduled two to three days apart, with quarterly follow-ups, are recommended for lasting results.

Miami-based **Camila Perez** ([movabycamilaperez.com](http://movabycamilaperez.com)) and her daughter Lais have a massage for cellulite. Coined Massage High Definition (from \$250/60 minutes), the treatment uses lymphatic drainage—a technique originally conceived to ease postoperative swelling—to target small blood vessels and soft tissue just below the surface of the skin. Unlike a Swedish, Thai, or deep-tissue massage, the aim isn't to detangle knots or stretch, but instead to wheedle fluid out of soft tissue.

Water weight sits in soft tissues. An expert drainage will signal to the lymphatic system to release the excess water via the small intestine and skin. “A full-body lymphatic drainage will produce results, especially if you retain a lot of water,” explains Perez, adding that her proprietary massage stimulates fat tissue and releases the fascia.

Although every body is different insofar as the immediate effects, she notes that “every single one” of her clients has noticeable before-and-after changes. It's possible to drop five pounds overnight or have cellulite disappear after a series of treatments, notes Perez, who also has outposts in New York and Los Angeles. —Alexandra Cheney →

From Left: Courtesy Skin Five (2); iStock. Opposite: All Images Courtesy of Lited Supplier.