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The Right to Bare Arms

THANKS TO THE LATEST LAUNCHES OF EMTONE, COOLTONE AND AN ARM-SPECIFIC VERSION OF EMSculpt, MEN NOW HAVE AN ARSENAL OF WAYS TO SHAPE UP.

BY PHEBE WAHL

The arms race for tight and toned biceps has changed thanks to the latest technology that can amp up your arm game without adding extra hours to your gym routine.

"The voluntary muscle contraction we get when we go to the gym is so different from the supermaximal contractions of Emsculpt," explains Dr. Howard Sobel of Manhattan-based Sobel Skin (sobelskin.com). An early adopter of Emsculpt technology, Sobel recently added the new armpiece to

his offering.

"These are different contractions from the ones you get when curling a weight or doing a crunch," Sobel says. The difference is that the muscle continuously contracts; there is no break between sets. In other words, it is a much deeper burn than you can get in the gym, which makes the new arm device popular with men in particular.

"Men in general have greater muscle mass, so their response to the technology in some ways may be more

dramatic," explains Dr. Paul Jarrod Frank, celebrity cosmetic dermatologist and founder of PFRANKMD and Skin Salon (pfrankmd.com). "Ideal candidates are close to ideal body weight and looking to tone and tighten arms," he adds.

Frank is also a fan of the newly launched Emtone, the first device that targets all causes of cellulite using noninvasive technology that simultaneously emits both radio frequency and targeted pressure energy. "And it does it in only four

treatments," says Frank. "Emsculpt and Emtone were developed by the same company, so they work complementarily. We often do Emsculpt and then Emtone immediately afterward so we are working every layer from muscle to fat to skin."