

shape or to fill in sparse areas. They'll last for about two to four weeks before you need a refill. The initial visit costs about \$95 for a half brow, \$195 for a full brow. (Fill-ins are \$55.) If your brows need serious triage, the treatment is a game changer. "When your brows are full, your eyes look bigger and your cheekbones appear higher," says Sheikh. "The smallest details make the biggest difference."

ABS Everyone embarks on a fitness journey with the hope of transformation, but even with commitment the results are sometimes limited. Enter Emsculpt, a newly FDA-cleared body-shaping device that induces supramaximal muscle contractions (i.e., pushes your muscles to the limit but sans pain). "It's the holy grail," says Paul Jarrod Frank, M.D., a New York cosmetic dermatologist and the founder and director of PFrankMD. (He's also known as one of the world's most respected "fat guys," as in he's one of the best at getting rid of it.) "We have procedures to remove fat, we have lasers to tighten the skin, and now with Emsculpt we have a tool that can build the muscle," says Frank. "It completes the trinity."

Here's how Emsculpt works: You lie on your back, and a doctor straps a flat device onto your abdomen, which emits HIFEM (high-intensity focused electromagnetic) waves into your muscles to cause contractions. It doesn't hurt, but the sensation is... odd. (And because Emsculpt is a medical device, don't expect to see this at Equinox.) The higher the frequency, the more intense the "workout." For full benefits, you'll need to schedule at least four 30-minute treatments, two or three days apart. (Each session costs about \$1,000.) Your abs may feel sore the next day (just as if you went to the gym), and you'll start to see results two to four weeks after your last session. Keep in mind, though, that you can't have a serious paunch and expect to leave with a washboard stomach—Emsculpt works only if you're already pretty lean. "My biggest referrals are from trainers,



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nutritionists, and SoulCycle instructors," Frank says. Some people do the work, but they just can't shake that extra flab. For them, "it's revolutionary," he adds.

THUTT It's not Merriam-Webster official just yet, but it ought to be: The "thutt" sounds exactly like what it is. "It's the gray zone between the thigh and the butt—specifically the lower, outer corners of the rear where the fat collects," explains Frank. You may think you can diet away these bulges, but it's not quite that simple, he says. The thutt is multifactorial: It's caused by a combination of fat settling into the area, a lack of muscle tone, and a natural loss of volume. ("Everyone's tush flattens with age," Frank says.) To conquer the thutt, it's about moving real estate, which can be done via laser lipo and fat transfer.

Laser liposuction, which is done under local anesthesia, both melts the fat and tightens the skin from the inside. Compared with traditional lipo, "this procedure reduces trauma and risk," says Frank. Once the fat is removed, it's combined with platelet-rich plasma (PRP), which is derived from the patient's own blood. This makes the fat "take" to the body when transferred to the center of the buttocks. "And once it's moved there, it says there." The entire procedure takes about two hours, and patients can expect to go back to work in within two days. The cost? About \$7,500.

As for building muscle tone, Frank is a huge fan of Emsculpt (it can also be used on the bum). Of course, you can always shape up the old-fashioned way, says Megan Roup, creator of the Sculpt Society at Equinox. Her cult-workout class uses sliders and ankle weights, which add intensity to standard lunges and curtsy squats. "It's a great way to tone the backs of the legs, which don't get a lot of use, since most of us sit all day," says Roup. "A lot of women think cardio is the answer to shaping this area, but you really need to tone the muscle." If you can't make it to one of her classes, you can stream them online (and purchase the sliders) at meganroup.com. ■