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### BODY SCULPTING FOR MEN | EMSUPT, COOLSCULPTING, EXILIS

HOW A BODY SCULPTING FOR MEN (EMSUPT, COOLSCULPTING, EXILIS)

By Dr. Julia Edelman - Posted August 19, 2020 - OnBodySculpting, Chicago



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#### Body Sculpting for Men | EMSUPT, COOLSCULPTING, EXILIS

Non-surgical body sculpting for men continues to grow in popularity. At The New England Center for Body Sculpting, we happily offer our male clients non-invasive options using the latest technology for reducing fat, enhancing muscles, and contouring masculine physiques. Men can be treated with non-invasive body sculpting treatments for men, including CoolSculpting, EMSUPT, and Exilis.

#### Growing Demand for Non-Surgical Body Sculpting Among Men

While cosmetic treatments are associated with female patients, men continue a growing demographic. Being advantage of cosmetic technologies that exist and shape the body without surgery or downtime. According to the American Society of Plastic Surgeons, more than 20% of men are now seeking non-surgical cosmetic procedures. 1 Other studies suggest men comprise up to 20% of individuals seeking such procedures. 2

#### Why More Men Seek Out Cosmetic Enhancements

Several factors are driving the rising demand for cosmetic treatments among men. The most straightforward reason is the increased confidence men get when they look like, healthier, and more attractive. Another significant influence is competition in the workplace. Research suggests that men who look younger, more in shape, and more attractive gain a considerable career advantage over their peers. Less attractive coworkers (Physicians deemed "attractive" men more money and receive more promotions than equally qualified professionals considered less attractive. Moreover, being amongst men to see younger looking job applicants are more intelligent and capable than older looking applicants. 2

The workplace is not the only arena where men are trying to gain an advantage. Men also turn to cosmetic procedures to enhance their dating life. According to an emerging trend (Bodyology magazine), both men and women are more likely to date men who use a method of self-enhancement, like tanning well, wearing nice clothes, or going to the gym. 3

#### Why Men Choose Non-Invasive Treatments Over Surgical Options

According to Dr. Julia Edelman, Chief Medical Director at The New England Center for Body Sculpting, "men or male patients used to enhance their appearance without surgery or downtime." Dr. Edelman continues, "Our body contouring treatments are convenient and completely non-invasive. We can easily complete treatment of the abdomen or back in one area, room, or treatment room."

"There is little to no downtime," explains Dr. Edelman. "Clients can continue their normal activities or return to work immediately after treatment."

Dr. Edelman also notes that surgical procedures, such as liposuction, may deliver more immediate results but require restrictions and downtime. Supporting this claim, men who do not want downtime to lose their job or miss time from work, can receive body sculpting treatments provide dramatic but subtle-looking results that appear gradually over several weeks. This reduces the physical changes that may result from more drastic or invasive treatment options.

#### The Most Popular Treatments for Men

Three popular cosmetic treatments give men a more masculine-looking physique without surgery or downtime: the muscle-enhancing device known as EMSUPT, the fat reduction option known as COOLSCULPTING, and the advanced radiofrequency and ultrasound treatment with heating, remodeling, and toning reduction treatment known as EXILIS.

#### EMSUPT for Men

EMSUPT is the first FDA-cleared treatment for enhancing muscles. The FDA-cleared, non-body contouring procedure uses highly focused electromagnetic (EM) energy to stimulate muscular contractions. A single COOLSCULPTING treatment induces more than 20,000 powerful contractions. The contractions trigger the strengthening and enhancement of muscles and increased muscle definition. Among men, some of the most popular treatment areas include:

- **EMSUPT on the abdomen:** strengthens the core, reduces belly fat, and defines the abdominals for that **chiseled, abs-defined look.**
- **EMSUPT on the legs:** Men use EMSUPT on the legs to build up and contour their calf muscles.
- **EMSUPT on the arms:** With EMSUPT, men can gain muscle tone and definition in their arms, including the triceps, biceps, and trapezius.



AFTER 4<sup>th</sup> TREATMENT, COURTESY CHRIS BAILEY, OLVATION MED SPA. See more EMSUPT before and after results >>>

#### CoolSculpting for Men

CoolSculpting is the world's #1 non-surgical fat reduction treatment. It uses the advanced science of cryolipolysis to break down fat cells. The fat freezing treatment is ideal for isolated deposits of fat that do not diet and exercise. The most popular treatment areas with CoolSculpting for men include:

1. The abdomen to reduce belly fat
2. The back to reduce back bulges
3. The submental region (chin and neck area) to reduce a double chin

CoolSculpting is commonly used in conjunction with EMSUPT on men who want to define their abdominals but have significant body bulges. With the fat freezing procedure, men can reduce the stomach fat that obscures their abdominal muscles. Reducing that extra stomach fat is critical if the patient wants to see muscular definition following an EMSUPT treatment.

#### Learn more about CoolSculpting for men >>>

"Our men who seek enhanced muscle, but not weight," Dr. Edelman often recommends that "dieting" or decreasing abdominal fat with CoolSculpting. "Over time, they've commonly reduced the number of fat cells in their abdominal region. Dr. Edelman then recommends EMSUPT to strengthen and define abdominal muscles and improve core strength." Non-invasive, she continues, "If you are not done, you can still get fat frozen for CoolSculpting. The two will have a difference in abdominal strength. The more muscle to cover the residual fat that covers the abdominals after your EMSUPT treatment, you prefer."



BEFORE 6 WEEKS AFTER CoolSculpting Session. Photo courtesy of Ryan Larson, MD. See more CoolSculpting before and after results >>>

#### Exilis for Men

Exilis is a body contouring treatment that combines radiofrequency (RF) and ultrasound technology. This dual-energy treatment reduces fat and tightens skin. While extremely popular among women, men are beginning to jump on the Exilis bandwagon to contour their bodies.

Exilis, or "skin botox," is a common term for a condition where men have unwanted folds in their chest. Exilis is one of the only non-surgical options to reduce the folds and reduce a more masculine contour to the chest area.

Besides reducing the Exilis can also tighten the skin. An aging is a popular treatment application for men seeking facial rejuvenation without surgery. Exilis is a great non-surgical, RF and ultrasound energy stimulate collagen production, which softens the appearance of the lines and wrinkles around:

- The eyes (crow's feet)
- The forehead (horizontal wrinkles)
- The brow (the vertical lines, or "glabellae" between the eyebrows)



BEFORE AFTER EXILIS ULTRA 360<sup>o</sup>. Photo courtesy of, Jonathan D. Dourmas, MD.

#### Body Shaping for Men in Massachusetts

Only contemplating not just for women. Men, too, seek the confidence and competitive advantage of a re-sculpted look and enhanced physique for men being in (Boston) MA, or northern Rhode Island. Dr. Julia Edelman of The New England Center for Body Sculpting can help you combat a more masculine aesthetic. Learn more about CoolSculpting, EMSUPT, or Exilis by scheduling a free consultation. Contact The New England Center for Body Sculpting online or call (312) 217-9277 today.

Sources:  
1 American Society of Plastic Surgeons. Link  
2 Frucht, C. S., & Diez, A. E. (2016). Non-surgical Cosmetic Procedures for Men: Trends and Technique Considerations. The Journal of Clinical and Aesthetic Dermatology, 9(2), 34-43. Link

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**Dr. Julia Edelman**  
Dr. Julia Edelman is a Board Certified (Gynecologist and Certified Menopausal Clinician who specializes in caring for women ages 18 to 50+. Dr. Edelman is also an accomplished public speaker, educator, and author of two books on women's health. She is one of the top remaining physicians in Massachusetts. Working with a specialty office manager and a medical assistant, she sees each patient herself. Dr. Edelman and her staff know their patients by name, and pride themselves on delivering personalized care.