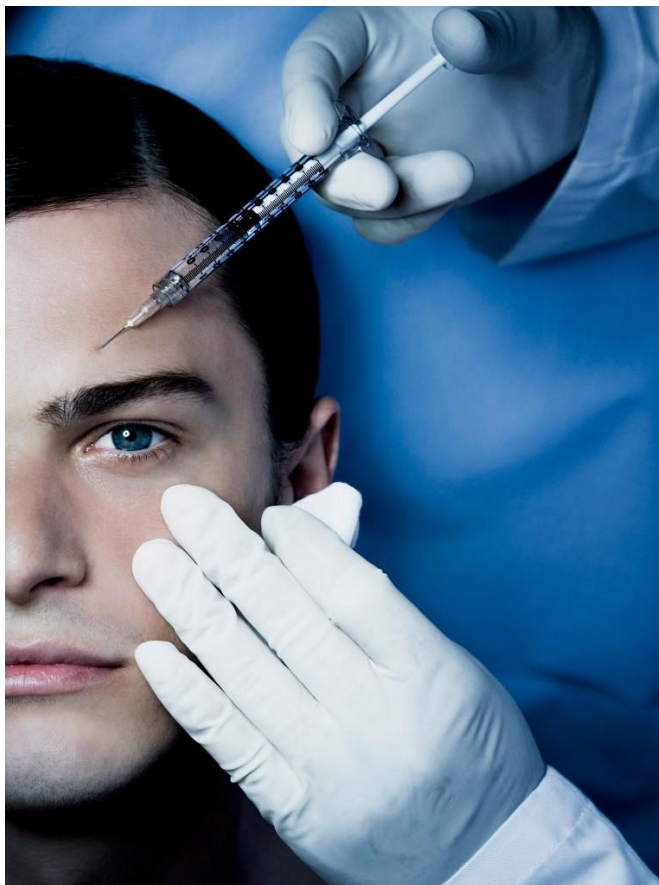


The top ‘tweakment’ cosmetics procedures and products for men

By Dana Wood Nov. 26, 2024



For anyone who's met him IRL, it will come as zero surprise that eternally youthful New York cosmetic dermatologist **Paul Jarrod Frank** has dabbled in a nonsurgical aesthetic service or two.

"What treatments haven't I done is really the question," he says, ticking off a list that includes wrinkle-zapping injectables, multiple generations of sun damage-obliterating Fraxel lasers and skin-tightening Ultherapy. Yes, the 54-year-old skin doc has also gone under the knife — for his eyes — but mostly he's all about maintaining a vigorously healthy lifestyle balanced by what's on offer at his two Manhattan offices.

And in this dabbling with "tweakments," **Frank** is joined by scores of other tristate guys. "Since men are often looking for quick fixes with low recovery time, they comprise an ever-increasing patient population," he notes, adding that the rise coincides with steady advancements in minimally invasive technology and procedures. "They don't have downtime for complicated regimens, maintenance or recoveries."

Frank says that when it comes to injectable neuromodulators for his male patients, less is more. "I think the most important thing for men, which is different from women, is that they're not so concerned with every little wrinkle," he notes. "Men want to maintain motion."

To that end, **Frank** favors Xeomin over Botox for his guy clients. "There are neuromodulators like Xeomin that are less potent than name-brand Botox, so they're not going to give men a frozen flat forehead," he says. "In fact, I often recommend a 50% reduction in wrinkles in men to preserve motion and so they can still express themselves but look less tired and stressed."

As for tweakments this trio of high-profile NYC docs doesn't recommend? The list includes the injectable "double chin" treatment Kybella, hopping a flight to Turkey for a budget hair transplantation and generally going overboard with any treatment.

"I find that the general aesthetic vibe for men in the tristate area is about exuding vitality," says **Frank**. "Men want to appear fresh, vital, masculine — and not overdone."