

LIFESTYLE

How Ozempic is changing the way America eats, travels and lives

By **Eric Spitznagel** Nov. 30, 2024



The owners of Plus Bus Boutique, a Los Angeles consignment shop that buys and sells plus-size fashions, noticed something odd this past summer.

“We’ve had an alarming amount of the larger sizes coming in,” says co-owner Marcy Guevara-Prete.



Cosmetic dermatologist **Paul Jarrod Frank** coined the term “Ozempic” face.

Even the negative side effects of GLP-1 use, like the dreaded “Ozempic Face,” has led to its own cottage industry.

Dr. Paul Jarrod Frank, a cosmetic dermatologist who coined the term, says biostimulatory fillers are usually enough to fix the problem, but notes that it has stopped a rising tide of companies from marketing supplements and vitamins to Ozempic patients, promising more than they can deliver.