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COOLSCULPTING® UNEXPECTED SPOTS IS THE LATEST TREND IN CELEBRITY RED CARPET PREP

BY LEXI NOVAK

Sculpting facials, detoxing cleanses, bootcamp workouts—prep for award season follows a mostly standard and unsurprising formula. That is, until Danny Holbus, founder of DMH Aesthetics in Los Angeles, started revealing the other ways in which stars are getting ready for the red carpet circuit.

“We have two CoolSculpting machines, and they never stop,” says Holbus, who sees actresses as young as their 20s coming in to freeze away fat. “We have one A-lister who’s about 28, and she works her ass off, but I want her to come out about CoolSculpting. I did it when I was 24—I went to Barry’s Bootcamp every day for five years and always had love handles. Sometimes there’s nothing you can do, and that’s what it’s for.”

Of the seven-days-a-week CoolSculpting appointments DMH Aesthetics has though, the surge of pre-awards procedures hasn’t been on the midsection, thighs ... or [under the] chin. “I can foresee trends coming, but I never thought women were going to want their upper bra [fat] area [treated],” says Holbus. “It’s crazy how many people we’ve been doing it on.”

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Holbus said clients were the ones coming in requesting the area once the [CoolMini®] device was available—that and the region above the knees. (The CoolMini is a smaller applicator... for smaller pockets of fat, like under the chin...)



CoolSculpting, a process by which cold metal panels applied to the surface of the skin to freeze away fat cells, was initially [cleared] by the FDA in 2010 for reducing fat in the [flank/sides] and in 2014 for thighs.

So on top of facial spots or lines, frizzy hair, or saggy anything, the red carpet will now probably be free of extra folds of skin as well. How boring.

* This is an excerpt from a feature article seen on *allure.com*. Mentions of indications not currently cleared as part of the CoolSculpting® treatment have been removed. The view of the author and statements from those quoted are that of each individual.