

as seen in *allure.com*

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-listers 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 area [treated],” says Holbus. “It’s crazy how many people we’ve been doing it on.” But zapping the underarm puff often

“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 area [treated],” says Holbus. “It’s crazy how many people we’ve been doing it on.””

– Danny Holbus, founder of DMH Aesthetics

caused by strapless dresses wasn’t something DMH originally pushed. Holbus said clients were the ones coming in requesting the area once the CoolSculpting Mini device was available—that and the region above the knees. (The CoolSculpting Mini is a smaller applicator that was just approved last year 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 approved by the FDA in 2010 for reducing fat in the abdomen 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.

In the U.S., the CoolSculpting procedure is FDA-cleared for the treatment of visible fat bulges in the submental area, thigh, abdomen and flank, along with bra fat, back fat, and underneath the buttocks (also known as banana roll). In Taiwan, the CoolSculpting procedure is cleared for the breakdown of fat in the flank (love handle), abdomen, and thigh. Outside the U.S. and Taiwan, the CoolSculpting procedure for non-invasive fat reduction is available worldwide. ZELTIQ, CoolSculpting, the CoolSculpting logo, and the Snowflake design are registered trademarks of ZELTIQ Aesthetics, Inc. © 2016. All rights reserved. IC02751-A