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THE NEW LIP FILLER GETTING MAJOR BUZZ | 2020'S "ZOOM BOOM"  
MEET BEAUTY'S FIRST AIRBNB | AN INJECTABLE FOR CELLULITE?  
NIACINAMIDE: THE ULTIMATE GLOW-GETTER | THE RETINOL REVISE

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# NEWBEAUTY®



# CELL SIGNALS

Over the years, we've come up with no shortage of nicknames to describe cellulite: orange peel, cottage cheese, mattress skin—I've even heard "lumpy gravy." Whether we're thick or thin, or somewhere in between, nearly 90 percent of women experience it at some point, and there's nothing wrong with that. But, for those who want to say goodbye to the bumps, here's how.

by **Brittany Burhop Fallon**

## The Dimple Effect

Typically found on the butt, thighs and stomach, cellulite occurs when the fibrous connective tissue bands tethering the skin to the underlying muscle ultimately pull down on the surface, while neighboring fat cells enlarge and/or accumulate and push outward. “These opposing forces of the tethering bands and bulging fat cells, coupled with the vertical arrangement of the bands, give rise to the appearance of cellulite,” explains Davie, FL dermatologist Lesley Clark-Loeser, MD.

According to Reno, NV plastic surgeon Tiffany McCormack, MD, cellulite may be caused by aging, genetics—a higher concentration of fibrous tissue bands—and/or hormonal shifts, which can cause the bands to stiffen over time, while the skin above them may become more lax. “Sun damage and other factors that contribute to skin thinning and laxity may worsen the appearance of cellulite as well,” she adds.

Diet and exercise play a role, too, but for those who are predisposed to cellulite, New York dermatologist Anne Chapas, MD says losing weight won’t diminish its appearance completely. “Endo Aesthetics recently released a Harris Poll survey that found 60 percent of women think having cellulite is their fault, but it’s really not,” she explains. “So, while many women feel like no matter what they do, they can’t rid of it, that is because it has little to do with their size, how often they exercise, or what they eat or don’t eat. It’s about how the fibrous septae and collagen levels align underneath their skin barrier.”

However, celebrity aesthetician Nerida Joy says that, for her personally, a consistent exercise program and healthy diet coupled with a weekly deep fascia body massages have made all the difference in her dimples. “Cellulite is something I’ve had since my teens, and my yo-yo dieting—starving myself and then overeating—made it much worse. But, the abundance of deep-tissue massages I’ve had in my lifetime have helped smooth it out tremendously.”

## Why Don’t Men Get Cellulite?

They do, says Dr. Clark-Loeser, but not often. The reason why, she explains, is that structurally, the arrangement of fibrous connective tissue bands varies according to sex. “In men, the bands are arranged in a diagonal and cross-hatched manner, and in women, they are perpendicular.” This contrast also means men have thicker skin, and we know thinner skin exacerbates the appearance of cellulite.

## Firm Up

Though doctors stress they’re only a temporary fix, topical products can be great for daily maintenance, or as an addition to in-office treatments.



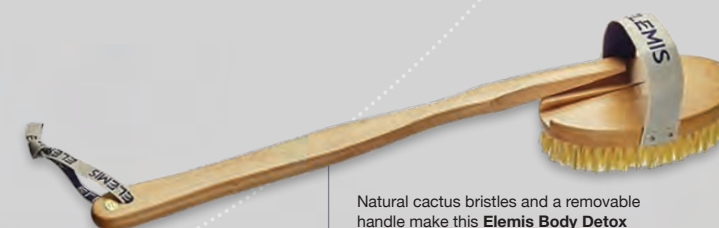
One of the best-kept French beauty secrets for temporarily smoothing stubborn dimples, **Orlane Aqua Svelte Slimming Scrub** uses a potent blend of sea salt, caffeine, marine algae, and ginger essential oil to firm and tone skin. \$65, [orlane.com](http://orlane.com)



Massage **Jan Marini Skin Research CelluliTx** cream into trouble spots for serious smoothing and hydration. It’s rich, but not greasy, and packs caffeine, aminophylline, retinol, guacine, and peptides into one formula. \$130, [janmarini.com](http://janmarini.com)



Apply two to five pumps of lightweight **Môdere CellProof Body Firming Foam** twice a day for firming and moisturizing benefits thanks to a patented combination of hyaluronic acid and collagen peptides. \$50, [modere.com](http://modere.com)



Natural cactus bristles and a removable handle make this **Elemis Body Detox Skin Brush** ideal for boosting circulation, lymphatic drainage and exfoliation, which can help reduce the appearance of cellulite over time. \$45, [elemis.com](http://elemis.com)

## Smooth Operator

Innovation in professionally administered cellulite treatments is booming as companies develop new technologies and patients demand new—and even more effective—options. These are the top dimple fighters to know about.

### Radio Frequency (RF)

Quick-recovery energy treatments such as Emtone, VelaShape III, NuEra Tight, TruSculpt 3D, Evolve, BodyFX, and Venus Legacy utilize radio frequency to temporarily diminish the look of mild-to-moderate cellulite by stimulating collagen production and targeting fat. As the energy is delivered deep into the skin through a noninvasive handpiece (Evolve is hands-free), fat deposits are heated up, blood circulation surges and tissue tightening is triggered. Topical numbing cream can be used with certain treatments to make them more comfortable, and a series of sessions is typically recommended to achieve optimal results.

Dr. Chapas favors VelaShape III for its combination approach. “It uses multiple modalities to contour the body: Vacuum pressure manipulates the skin while infrared light and bipolar RF energies gently heat fat cells and surrounding tissue,” she explains. Dr. Clark-Loeser prefers Emtone, which “utilizes both monopolar radio-frequency and targeted pressure energy (TPE) simultaneously to soften and remodel the fibrous bands, induce collagen and elastin production in the overlying skin, and improve local blood flow.” In a clinical three-month follow-up with a group of patients testing Emtone, 93 percent of them saw a visible reduction in cellulite.



Turn to page 153 to find one near you.

### Microneedling + Radio Frequency

The science behind the fusion of microneedling and radio-frequency energy is that it’s a one-two punch for collagen production, which improves the appearance of lumps and bumps under the skin. Two brands employing this dual tactic are Profound and Morpheus8, which deliver RF energy through tiny microneedles that create small, controlled injuries, which boost collagen as they heal. “Profound is a unique, long-pulsed radio-frequency device—the depth of needle penetration combined with the resulting temperature reached in the tissue results in collagen, elastin and hyaluronic acid production,” Dr. Clark-Loeser explains.

### Thermal Subcision

A minimally invasive procedure that’s lauded for alleviating mild-to-moderate puckers, Cellulaze sends laser energy through a tiny cannula under the skin to cut the tissue bands in a process called thermal subcision (twilight anesthesia is recommended). “For larger areas with more cellulite or deeper dimpling, we always rely upon Cellulaze for optimal results,” says Vero Beach, FL plastic surgeon Alan Durkin, MD. There may be some post-procedure bruising and discomfort, as well as some minor leaking from the incision sites, so doctors may suggest wearing a compression garment to assist in the healing process. Results continue to improve over time as the body’s collagen is stimulated, and will last for at least a year.

### Dermal Fillers

It may seem counterintuitive to “add” in an area you’re trying to “subtract” from, but in the case of cellulite, it can work. Injections of either Radiesse, a calcium hydroxylapatite filler, or Sculptra Aesthetic, a biostimulatory agent, can be used off-label to improve the appearance of nooks and crannies by stimulating fibroblasts, the body’s collagen-producing cells. “We have found that hyperdiluted Radiesse has been incredibly effective in smoothing cellulite on the buttocks, as it tends to induce collagen type 1, which is associated with smooth, pliant skin,” Dr. Durkin says.

Dr. Chapas typically recommends Sculptra Aesthetic “when the underlying issue of a person’s cellulite is a lack of scaffolding or volume. Or, when I can see that adding this lift, support and collagen back into the buttocks would help lessen that ‘mattress’ appearance. Otherwise, it is often better to just directly address the cellulite.”

### Chemical Subcision

The newest cellulite treatment on the horizon is Qwo, the first and only injectable for moderate-to-severe dimpling in the buttocks that received FDA clearance in July, but won’t be available in doctors’ offices until spring 2021. “It’s based on an enzyme called collagenase that when injected, can release tissue bands by targeting collagen types 1 and 3,” says Dr. Durkin. According to Qwo creator Endo Aesthetics, the suggested treatment protocol is up to 12 injections per buttock in a single session, and three treatments administered 21 days apart.

Dr. Chapas calls Qwo a game changer: “Endo put years into rigorous clinical trials; in fact, the trials that evaluated Qwo for the treatment of cellulite in adult women are the largest cellulite studies ever conducted, with 845 participants,” she says. “This is just one of the reasons why there is so much excitement around it.”