

HOW TO STRETCH YOUR DERM DOLLAR



COVID-19 HAS SHONE a light on many of our priorities—and, surprisingly, seeing a dermatologist is still one of them. This spring, we surveyed more than 2,000 readers and asked which beauty services they would be willing to pass on, and less than 10 percent said that they would forgo Botox or other injectables.

But even if you can't wait to get back to the derm, appointments may be scarce, safety concerns are real, and—to be blunt—many people's beauty budgets just aren't what they were. We spoke to the experts, and here they share how to make the most of your next visit.

PLAY THE LONG GAME Not all botulinum toxins are the same. Botox, Jeuveau, Dysport, and Xeomin are formulated to achieve similar results, albeit with different molecules. “Depending upon how your body metabolizes each molecule, one product may last longer than another,” says Rosemarie Ingleton, M.D., founder and medical director of Ingleton Dermatology in New York. Be open to trying new brands; a switch may end up saving you money and time—two things that are more precious than ever. No matter which formula you choose, there is anecdotal evidence that vigorous exercise may cause injectables to metabolize faster. To boost your results, Ingleton recommends adding a topical agent with a temporary freezing effect, like Dr. Brandt Needles No More Wrinkle Smoothing Cream (\$89).

GO FOR A MORE POWERFUL PLUMPER The truth is, most fillers tend to wear off between six and nine months. If you want more mileage, try Voluma, a hyaluronic acid-based filler that can last for up to two years. Michelle F. Henry, M.D., a dermatologist at

Skin strategies for today's Covid-19 reality. By Alix Strauss

the Laser & Skin Surgery Center of New York, likes Radiesse, which is made up of calcium-based microspheres and gel.

The beauty of this formula is that it offers significant short- and long-term plumping effects, pumping up your body's own collagen production for results that last for up to two years. The only downside? Unlike hyaluronic acid fillers, which your derm

can dissolve if you're unhappy with the outcome, the same can't be said about Radiesse. (Cost: \$1,200–\$1,500 per treatment.)

CONSIDER FRAXEL A lot of people are Fraxel-curious, but they've been afraid to make the leap due to the cost, as well as the downtime. Fraxel Dual is an aggressive resurfacing laser that leaves skin red and flaky for a good five days after the procedure. With social calendars still slow, it may be smart to invest in a single treatment over several, less expensive—and ultimately less effective—options. It's worth it, Henry says: “One Fraxel turns back the clock by a year.” Expect to see fewer fine lines and wrinkles, improved skin tone, firmer skin, and softened scars. (Cost: \$1,200–\$1,700, for results that last for a year or more.)

BE HONEST ABOUT YOUR BUDGET Talk with your derm about what you can really afford, says Marnie Nussbaum, M.D., a New York dermatologist. “If your goal is to look less tired or angry, I can figure out how to achieve that goal while staying within your means,” she says. “Freezing your furrows, crow's-feet, and the tails of your brows is much less expensive than freezing your entire forehead, and you'll still get a refreshed look.” And keep in mind that some dermatologists may agree to bundle services for a reduced cost. ■