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Botox is King



Beauty Insider went to the country's top dermatologists to find out which treatments are driving office visits these days. Whether the doctors are in A-list Los Angeles, high-profile Washington DC or fast-paced New York City, we've found one thing that remains clear—Botox remains king!

Los Angeles

Dubbed the "Rockstar Dermatologist" by Glamour magazine, Dr. Boris Zaks (beverlyhillsdermatology.com) services some of LA's most elite faces. Here are his Top 5 services:

- 1. Botox:** Dr. Zaks notes that Botox is the number-one procedure in the country, as well as in Southern California. Average cost is about \$300 per area.
- 2. Lower Face Fillers:** Restylane injections, for example, start at \$595, and improve areas such as marionette lines, smile lines and the bordering areas of the lips.
- 3. Lasers:** Whether it's for hair removal, rosacea, sunspots or brown spots, patients are taking full advantage of the multiple uses of lasers. Prices begin around \$595.
- 4. Cosmelan Peel:** Most commonly used to treat melasma, Cosmelan rejuvenates the skin through depigmentation, lightening up dark spots and sun spots alike. The peel and maintenance creams cost around \$1,800, with frequency of treatment dependent upon individual condition.
- 5. Lip Augmentation:** Dr. Zaks said he's seen a shift in his clientele from wanting a "porn star chic look to a more elegant one." Average cost is \$595 per treatment.

Washington, DC

Dr. Howard L. Brooks is the go-to dermatologist for local and national media in DC (georgetownskin.com). Here are the Top 5 services in his office:

- 1. Botox:** Once again, Botox trumps the competition. "The average age of the patient is between 35 and 40, and half my patients are men," said Dr. Brooks.
- 2. Vitalize Peel:** Addressing everything from acne to wrinkles, chemical peels are a close second to Botox, especially the Vitalize Peel. The 15-minute procedure "stings a little," and costs \$300 per treatment.
- 3. Stretch Mark Laser Removal:** Dr. Brooks favors a Fraxel Laser, as it can be used on any skin type or ethnicity, without causing any unwanted damage to skin. "It reduces stretch marks by 50%." Six treatments are needed every 2–6 weeks at \$1,100 per treatment.
- 4. TCA Peel:** Used for not-so-deep acne scarring, the TCA chemical peel is "pretty aggressive and has a down time of about a week," said Dr. Brooks. The cost is \$350 per session and the patient requires 3–6 treatments every 2 weeks.
- 5. Laser Hair Removal:** "When I first started practicing, laser hair removal was the number-one most-requested service," said Dr. Brooks. Prices range from \$100 for the upper lip to \$700 for the back. Each area typically requires 6–8 treatments.

New York City

Dr. Howard Sobel (drsobel.com) has been a pioneer in the field of dermatology, and founded Doctor's Dermatologic Formula (DDF), which was later purchased by Procter & Gamble. The Top 5 services his office performs are:

- 1. Botox:** Botox is more requested than the competition, Dysport, said Dr. Sobel.
- 2. Soft Tissue Fillers:** Injectables, such as Juvederm and Restylane, are go-to staples with Radiesse gaining momentum. "Radiesse is thicker and gives more enhancement to the cheekbones," said Dr. Sobel. Juvederm and Restylane are around \$750 per area; Radiesse starts at \$950.
- 3. Chemical Peels:** For those wanting a "refresh," Dr. Sobel opts for a superficial peel, which runs from \$250 to \$350 and has little downtime.
- 4. Laser Treatments:** The most popular cosmetic laser treatment cleans up pigmentation and helps rid skin of pre-cancers, and is performed with a Fraxel Dual Laser, using the 1927 wavelength setting. Prices generally start around \$1,500. Price reduction is available when sold as a series.
- 5. Lipo under Local Anesthesia:** Meant for "body contouring," this can be performed anywhere on the body. Price for the neck and jaw is about \$2,500.