

LOOKING

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GLASS

COUNTER INTELLIGENCE

BEAUTY, HEALTH, AND WELLNESS



CAPITAL CAMPAIGN

Two blocks from the White House, a high-powered dermatologist and her young colleague are targeting the aesthetic needs of an unexpected demographic: men.

DERMATOLOGIST TINA ALSTER'S K STREET OFFICE has always hummed with diplomats, politicians, pundits, and lots and lots of lawyers, but very few of them have been men. "The guys that did see me really walked a gauntlet—through waiting rooms of women and women's magazines, and I have mostly female employees," Alster says. It can be an intimidating place to discuss hair loss, excessive sweating, or a turkey neck. Despite the fact that **cosmetic procedures for men** are on the rise (they accounted for 10 percent of the 10 million performed in 2012), there hasn't been a practice that caters to them. That is, until Alster was convinced by fellow doctor Terrence Keaney that if they built it, the men of Washington would come.

"It's not just creating a separate environment for men. We treat them differently, too," says Keaney, who is heading up the recently opened W for Men at the Washington Institute of Dermatologic

Laser Surgery, which is just an elevator ride from Alster and her team. So while Keaney has an all-male staff, and videos about how to tie a bow tie playing in reception, there is also a different approach. "Men don't want to be feminized," he says, which can happen when doctors are used to treating the female face. "We focus on maintaining a sharp jaw line with fillers so you don't have your cheek bleeding into your neck, and keeping some movement in their foreheads." Botox is used more discreetly than with women; the goal is Paul Newman, not Paul Rudd. For patients who have a Secret Service detail, there's a private back alley entrance, and for man-of-the-people types who forgo a suit jacket, there's MiraDry, a new treatment that keeps button-down shirts sweat stain-free. "It uses microwave energy to destroy sweat glands in the underarm areas," Keaney says. "You do it twice and you get an 80 to 90 percent reduction. So that's really appealing." skinlaser.com J.R.

AS TIME GOES BY

Doctors often point to photos of presidents at the beginning and end of their terms to prove that stress has a measurable effect on skin. But these politicians look fresher than ever.

THEN

NOW



JOE BIDEN
Permanently looks as if he just got back from a beach vacation.



JOHN KERRY
The worried expression now looks like mild concern.



NANCY PELOSI
Just as lineless in 2013 as she was in 2000.

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