

NEW YORK

ELECTRONICALLY REPRINTED FROM MARCH 22-29, 2004



In New York, beauty is always evolving. Here's how to keep pace: with the latest laser treatments, fitness classes, and facials—and a swimming pool in the sky.

BEST ANTIAGING TREATMENT

NEIL SADICK

772 Park Avenue (212-772-7242)

HOWARD SOBEL SKIN & SPA

960A Park Avenue (212-288-0060)

Laser-based beauty treatments have been booming for the past couple of years. In late 2003, the first machine using radio frequencies to eradicate wrinkles appeared—the Thermage—but it was bearable only under sedation. Now an improved variation on the treatment, the Polaris WR, has surfaced, and doctors Neil Sadick and Howard Sobel are the first to offer it in New York. It combines a collagen-

stimulating laser with skin-tightening radio frequencies, and while it's not relaxing, it's tolerable and really effective. It isn't cheap—\$500 to \$1,000 per treatment, depending on the size of the area, with at least three sessions recommended—but it is quick, lasting only fifteen minutes. And the result—clearer, more youthful-looking skin—comes remarkably fast, too.

Syneron

Superior Technology, Ultimate Customer Care