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The New York Times

Grooming Tips for the Groom

Products and services to help a groom look his best on the big day.



Full-Body Experiences

For the guy who wants to focus on his physique, there are in-office devices that melt fat and can tone and shape specific areas of the body, like love handles. Dr. Paul Jarrod Frank, a cosmetic dermatologist in private practice in New York, offers 50 different machines and devices for his clients.

"Men love shortcuts, they like noninvasive, minimal downtime devices that they don't consider cosmetic but more like upkeep," said Dr. Frank, who has also seen an increase in male clientele. "Ten years ago these machines didn't exist, now they do."

Dr. Arash Moradzadeh, a plastic surgeon in private practice in Beverly Hills, Calif., suggests [truSculpt iD](#). "This machine targets and removes pockets of unwanted fat in 15 minutes," he said, likening the treatment to a hot stone massage. "It uses radio-frequency energy to heat and permanently kill fat cells in specific areas, like the stomach or upper arms."

You could lose 24 percent of your fat in a focused area, Dr. Moradzadeh added, and because of the heat, the loosened skin recoils and becomes firmer. The cost to treat four areas: \$2,400. When to do it: three to four months before the wedding.

TruSculpt Flex helps reduce fat while simultaneously building muscle. It "offers 16 mini paddles placed wherever you want on your body and gives muscles multidirectional biomechanical stimulation," Dr. Moradzadeh said. "Muscles will twist, lengthen and contract in multiple directions, sometimes in ways you can't with exercise. In 45 minutes you're doing the equivalent of 54,000 contractions."

Dr. Moradzadeh said results can include a 30 percent increase in muscle mass and 20 percent reduction of the fat layer at a treatment site. "These visual changes make a substantial difference in someone's life," he said, adding that over the last year he's seen a 40 percent increase in couples who do these treatments together before their wedding. "Now that men are comfortable coming in and having these sessions, we call this couple's therapy."

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