



Interview: Dr. Steven Bernstein

Description

Confidence in one's appearance is increasingly important for men.

By Nadine Hennelly

I recently had the opportunity to interview Dr. Steven Bernstein who works at the Medi Spa at Victoria Park in Westmount. A graduate of McGill University Med School and a dermatologist for over 20 years, he completed his Fellowship in dermatology and cosmetic surgery at the world famous Mayo Clinic and is the favourite doctor on call for celebrities shooting film or television shows in town when they have cosmetic needs — but he is far too professional to reveal any names.

Recently there's been a surge in the number of men discovering what was once considered mainly a woman's concern: anti aging procedures, and more specifically injectables, that promise the patient dramatic results with no downtime or long recovery and no limitations. According to Dr. Bernstein, the ability to rejuvenate a person's appearance is becoming more and more exciting as there are constantly new techniques and new products coming out on the market. "Twenty years ago we just didn't have the possibilities we have today". His practice has seen a ten fold increase in male patients in the last decade and, from "Brotax" (as Botox for men is now called) to cosmetic surgery, hair implants, lasers, and injectables, more men are realizing that they can look better, younger and less angry after a quick visit to a cosmetic dermatologist's office.

More men are realizing that they can look better, younger and less angry after a quick visit to a cosmetic dermatologist's office

Cool Mini, a new procedure that Medi Spa clinic has just launched and is the first to offer in Canada, reduces unwanted fat in the chin, knee and armpit areas. Coolsculpting is a non surgical body contouring device that freezes and permanently eliminates fat. Men have it done mainly to remove love handles, stomachs fat and double chins. A session usually takes about an hour, depending on the area being treated, with dramatic results seen after one to three months following the procedure.

Dr. Bernstein also mentioned a soon to be available injectable that destroys fat cells, recently approved by the FDA in the United States, that has men lining up in droves South of the border. Once the product is injected in the fat below the chin it literally melts away the excess fat. Four in five patients say they see a marked improvement in the appearance of their face and chin, as well as in self-perception.

Men who may be interested in having these treatments done are often too shy or embarrassed to ask their doctor or a friend, although these attitudes are changing fast, particularly among younger men.

However, men who may be interested in having these treatments done to improve their appearance are still hesitant because they aren't sure where to get first hand information about the various treatments or what's important to take into consideration when looking for a clinic or a dermatologist. They often are too shy or embarrassed to ask their doctor or a friend, although these attitudes are changing fast, particularly among younger men.

Watch this video of Nadine's interview with Dr. Bernstein, where he discusses various procedures for men, what to expect in terms of cost and what to look for when choosing a dermatologist.

Image: [cea +](#) via [StockPholio.com](#)



Nadine Hennelly appeared in fashion editorials and covers for American and European magazines as well as in many national American television commercials and shows. She appeared on The Late Show with David Letterman from 1994-2004. Her photo portraits of women appeared in various European and American Publications. After returning to Montreal in 2008 following the birth of her son, Nadine launched a studio here. Her work can be found in various collections in New York, Paris, London, Los Angeles, Milan, Montreal and Westmount, and can be seen at [nadinehennelly.ca](#). She can be reached at [studiohrsyp@aol.com](#)

Category

1. Article | Health and Wellness
2. Article | Lifestyle
3. Article | Services

Tags

1. beauty
2. dermatology
3. wellness

Date Created

November 2015