TAKING SHAPE
NEW ADVANCES in body sculpting
just might be the answer for
an (almost) INSTANT BEACH BODY

There's no shame in getting a little help. Plenty of guys work out in order to look good, and it can be tough if all of that effort doesn't pay off as much as you want. Luckily, we're living in a body-contouring renaissance, in which technology has made it easier than ever to supplement exercise. These treatments are designed for detail work, so they're best for people who want to "refine their appearance," according to plastic surgeon Darrick Antell. But they can also help kick-start a weight-loss routine if you don't already have one (like me) or need a little more motivation to get to the gym (also like me).

FREEZE (OR MELT) IT
When CoolSculpting ($2,000 to $4,000 per treatment) was approved by the FDA in 2010, it sparked a revolution in noninvasive fat removal. Instead of getting surgery, people could freeze fat cells, which killed them and allowed them to be flushed out by peeing. The treatment—it feels not unlike targeted hypothermia—now takes about 45 minutes per area, and the parts of the body that can be worked on include not just love handles but also the arms, stomach, and most recently the chin. Other treatments rely on the same approach but different technologies, like SculpSure, which hyperheats the fat with a laser, and TruSculpt ID, which uses radio-frequency energy. There is a minimal recovery period, and the average patient can see a 20 to 25 percent reduction of fat in the area in three months.

BUILD AROUND IT
Most body-contouring technologies focus on fat reduction, but a new device called Emsculpt helps build muscle. It's like those electric belts you see advertised on late-night infomercials, but, you know, it actually works. It's akin to an MRI in that it uses similar electromagnetic energy to hyperstimulate the targeted muscles. (Right now it's approved for your abs and your butt.) "You're giving your body a workout you couldn't do on your own," says plastic surgeon Paul Jarrod Frank, who says one session of Emsculpt (less than $1,000) is equivalent to doing 20,000 crunches in 30 minutes. "Four treatments make about a 15 percent difference in the muscle development," says Frank.

BUILD AROUND IT

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