

MAN, OH MAN!

WHEN IT COMES TO THE CITY'S NEWEST BEAUTY TREATMENTS, BOSTON'S GUYS GO TOE-TO-TOE WITH THE LADIES.

BY TONYA MEZRICH

You know the latest and greatest in beauty treatments must be good if they attract as many men as women. In Boston, state-of-the-art technologies—as well as good old-fashioned makeup—are fighting double chins, eye bags, and love handles in a *very* co-ed scene.

SEE NO EVIL

Beacon Hill boutique veteran Amy Bailey's newest venture is **Townhouse Beauty Bar**, where many a guy visits for pre-party primping in the form of **Jouer** under-eye concealer. Be sure to ask about tips on proper application. 28 Charles St., 857-250-4433; townhousebeautybar.com

KYBELLA KA-POW!

Dreamspa Medical's male clients utilize **Kybella** injections to kill fat cells, transforming double-trouble chins into single works of wonder, says Dreamspa founder Diana Brouillard. Platelet rich plasma also works as a nonsurgical treatment for hair loss and acne scarring. 1223 Beacon St., Brookline, 339-502-4717; dreamspamedical.com

THE BIG FREEZE

Dr. Daniela Winston has opened Boston's first-ever cryotherapy spa, **Cryomed**, where super-freezing liquid nitrogen treatments reduce inflammation, improve circulation, and boost fat-burning. Popular amongst Bruins and Red Sox players looking for faster muscle recovery and pain management. 252 Newbury St., 617-247-2796; cryomedboston.com ■

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Freezer burn! Cryomed's cryotherapy machine utilizes liquid nitrogen to surround the body in freezing temperatures (up to 250 degrees below 0!) to reduce inflammation, improve circulation, and promote faster muscle recovery.