

## Cribb: Guys face off against Father Time



Stephen Lukawski, CEO of Market-Wise Nutrition, says products, procedures and techniques on their own won't assure graceful aging.

IAN WILLMS/FOR THE TORONTO STAR



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*The Benjamin Button effect:* Many men aren't prepared for invasive surgery or injections. Enter alternative anti-aging non-invasive technologies. Case in point: **Thermage**, a procedure that involves moving a vibrating device containing radio-frequency energy across male mugs to stimulate collagen and reduce the appearance of wrinkles, "skin laxity" and scars.

"The most common thing we hear after (after Thermage) is that people notice they look rested, but don't notice exactly what they've had done," says dermatologist Dr. Lisa Kellett, whose male clientele at DLK on Avenue has increased 10 per cent over five years.

The Benjamin-Button reference is apt. The gradual effects unfold over six months and last up to two years.

"It's clearly not a procedure that has a traffic-stopping effect," says Howard Lende, a 48-year-old Toronto real estate agent who had the \$2,500 procedure in January. "It's more of an incantation that summons the gods of pulchritude to gather together and align in your favour. Slowly, slowly, slowly it moves forward."