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## BEAUTY

### Beauty by the Bay: New Hamptons Clinic & Sobel Skin RX

**S**ummer is here, and along with the sunny days in the Hamptons comes a critical conversation about skin care – particularly the significance of sun protection.

At the forefront of this conversation is **Dr. Howard Sobel, MD**, a pioneer in dermatology and cosmetic surgery in New York City and the Hamptons. He is both the Director & Founder of SOBEL SKIN® and an Attending Dermatologist and Dermatologic Surgeon at Lenox Hill Hospital.

Dr. Sobel is offering his services in his Hamptons office in Mecox Bay and will be there by appointment every other Monday until Labor Day. "It's Botox by the bay," he laughs. "I'm available out in the Hamptons for all your Botox and filler needs throughout the summer." "It's a more casual atmosphere and a fun time to get to know my patients."

### Master of Botox & Fillers

His Sobel Skin practice provides the latest advancements in dermatology, dermatologic cosmetic surgery and progressive face and body treatments all provided in the luxurious Park Avenue setting of his state-of-the-art skin center.

He is renowned by always being ahead of the curve and has been called the "Master of Botox" for rejuvenating the faces of his VIP and celebrity clientele, and for his "Trifecta Face Lift" which combines Botox, fillers, and laser to brighten and refine the skin, lift, tone



DR.  
Howard  
SOBEL

Top Cosmetic Dermatologic Surgeon

BY NADJA SAYEJ

and erase fine lines and wrinkles, dark spots, and dull skin.

Some popular procedures that Dr. Sobel performs in his New York office, and helped to advance or develop, are PICO, Fraxel, Matrix, EmSculpt, Vanquish, and TRUSCULPT laser treatments, as well as injectables including Botox, Restylane, Radiesse, Juvederm, SCULPTURE, Silicone, and Belotero. He also performs clinical dermatology for those patients not interested in cosmetic procedures.

### Cosmetic Dermatology

In the ever-changing world of cosmetic dermatology, Dr. Sobel's approach combines modern technology with over 30 years of experience in skin care. He made history as one of the first dermatologists to perform liposuction under local anesthesia. He is the physician who popularized "micro-liposuction" for patients looking to eliminate fat in small, hard to get areas. He was even known as the "king of liposuction" in the 1980's. He goes on to explain that liposuction is for those who want to change the contour of the body. "Even with a great deal of weight loss the shape stays the same, so we want to change the silhouette."

### Sun Protection Factor

With the bold summer sun, Dr. Sobel stresses an urgency around sun protection that can't be overstated. The sun's UV rays pose a significant threat to our skin's integrity, increasing risks of sunburns, premature aging signs like wrinkles, and more alarmingly, skin cancer. Understanding these dangers is crucial in adopting preventative measures to

shield our skin from potential harm.

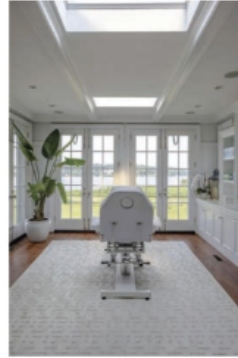
"In summer, it's so important to wear sunscreen," he said. Dr. Sobel advises applying sunscreen every two to three hours when exposed to direct sunlight and stresses the importance of generous application—a tablespoon for full coverage over the face—to effectively block out damaging rays.

One common misunderstanding, says Dr. Sobel, is the amount of Sun Protection Factor (SPF) you need. "There's a whole misconception around SPF," he notes, explaining that anything beyond SPF 30 offers diminishing returns in terms of added protection. The key lies not in chasing higher SPF numbers, but in how thoroughly we apply our sunscreen and how often.

Gone are the days when sunscreen application was a tedious affair associated with uncomfortable skin irritation or unsightly white residue—thanks to advancements such as micronized zinc oxide and titanium dioxide formulations which Dr. Sobel highlights for their sophisticated ease-of-use and immediate effect post-application.

"Apply it every few hours. Put on sunscreen every two to three hours if you're going to be in the sun," he said. "Apply the sunscreen 10 to 15 minutes before you go out and make it the last product you put on."

If you were not attentive in applying sunscreen in the past, it is not too late to change the hands of time. The very popular Fraxel laser not only treats sunspots and pigmentation, but also pre-cancerous lesions that can become malignant lesions in



time. More mature skin can benefit from the helix co2 laser which can treat fine lines, wrinkles and creapiness in addition to smoothing the skin and removing the pigmentation.

### Beth Israel Medical Center

Now, the market is flooded with celebrity brands because the clientele is driven by social media buzz. "Some movie stars start a brand based on their popularity and it builds up very quickly," he said.

Dr. Sobel opened his practice in the Upper East Side in 1980. In 1985, he introduced local lipo, and was one of the first. He founded his skincare line in 1991, that same year, Dr. Sobel founded HDS Cosmetics Lab, which produced Doctors Dermatologic Formula (DDF), one of the first doctor-created skin care lines. DDF was acquired in 2007 by the Procter & Gamble Company, and in 2014 by Luxe Brands.

In 2020, Dr. Sobel launched Sobel Skin Rx, a skincare line that provides groundbreaking, science-backed, high-performance skincare products. Products can be purchased on Sephora.com or online at [drsobel-skinrx.com](http://drsobel-skinrx.com). Dr. Sobel is presently a Clinical Attending physician in Dermatology and Dermatologic Cosmetic Surgery for 34 years at Lenox Hill Hospital and for 28 years was also a Clinical Attending Dermatologist and Dermatologic Surgeon at Beth Israel Medical Center. He introduced the idea of the MediSpa concept in 2000, and that has taken off to the point that patients must be vigilant of who or where they are treated. **P**

[drsobel-skinrx.com](http://drsobel-skinrx.com)