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HEALTH & BEAUTY

DR. EDWARD FRUITMAN ON BEAUTY AND WELL-BEING AT TRIFECTA MED SPA

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Dr. Edward Fruitman

It's no secret that mind and body are not nearly as distinct as we often make them out to be. Prominent New York psychiatrist Edward Fruitman, MD, is a firm believer in the interdependency of mind and body. Associated with his main psychiatric practice, he has recently opened Trifecta Med Spa and Wellness, a nourishing retreat that focuses on both aesthetic medicine and mental health. *Social Life* recently asked Dr. Fruitman about this new venture and his motivations behind it.

You describe on your website developing an increasing interest in "aesthetic medicine" after witnessing the effects of depression on your patients. What is aesthetic medicine, and how does it help your patients?

We use the term aesthetic medicine because we are a holistic practice that develops and utilizes certain protocols to evaluate patients' needs and looks at them as a whole in comparison to a number of different medical and aesthetic problems. The cosmetic practice/incorporation of a med spa grew from there.

Look at obesity — one of my specialty areas. You must treat the symptoms of obesity in order to lose weight and keep it off. Answers for obesity were easier than people thought. Even when exercise cannot fix the problem, it is very possible to reshape a person's body with non-surgical intervention.

What is the most fulfilling part of your work?

At 15, I came to the United States from the former Soviet

Union as a refugee. My experience was tremendously positive coming from a place where we were not wanted. I was so happy to come to America — a place where my family and I could belong. The struggle for my parents to make a life for our family in America, coupled with a desire to help people, led me to become a psychiatrist.

As I established my private practice, I was treating people who had the finances to do everything they could to make themselves feel better from the inside out. I found it a very sound approach to making a person feel better overall.

What mental illnesses does aesthetic treatment help treat, and how so?

I started in aesthetic treatment because we were looking at all available methods to treat depression.

I have realized that about a third of patients don't respond to traditional treatment methods and that each person should be treated with an individualized treatment plan. Therefore, my team approaches each patient's mental health by giving them the option to undergo genetic testing in order to diagnose their predisposition to developing depression. This ensures that any prescribed medication that is dispensed is based on the patient's genetic profile.

When medications do not solve the issue at hand, my team and I utilize other ground-breaking and unconventional meth-



ods, which in combination with psychotherapy and medication, have proven successful. One such method is Transcranial Magnetic Stimulation Therapy, an FDA-approved procedure that works by activating the specific area of the brain linked to depression.

In extreme cases or where a patient is suffering from acute depression, I have administered an infusion of rapidly acting agents that can reduce depression symptoms in under 24 hours. These treatments often work in tandem with standard treatments, enabling people plagued by this debilitating illness to lead normal and happy lives.

As an expert on the subject, what are the particular challenges of treating adult attention deficit disorder and adult attention deficit hyperactivity disorder?

Adult ADD/ADHD, in my opinion, is one of the most under-diagnosed psychiatric conditions present in our society. An estimated 4.7 percent of adults in the US (or 9 million) have ADHD. Of that 9 million, only about 15 percent have been diagnosed and treated. In addition, only one in four adults with ADHD were diagnosed in childhood. Experts used to believe that children would grow out of ADHD by the time they were adults. However in recent years, it's been recognized that ADHD can often continue on into adulthood.

Does aesthetic medicine have any effect on mental states like depression or anxiety?

A scientific study, recently published by psychologists at the University of Cardiff in Wales, found that people become happier, on average, once their ability to frown is diminished by cosmetic Botox injections.

The researchers compared the results of a psychological test given to a group of women who received Botox injections with results of the same psychological test given to a group of women who got the placebo injections. In general, the Botox recipients reported feeling happier and less anxious. Even the women who did not report feeling more beautiful following a Botox injection received the psychological benefit of being less anxious and less depressed.

What kind of experience should someone expect when they come to Trifecta? And what makes Trifecta Wellness & Spa one of a kind?

At Trifecta we treat the whole person. My team and I will listen to what patients and clients want, but will only recommend and provide the services to create a healthier you. I want our patients to really sit down and talk with our aestheticians, as well as consult with a doctor to make sure that they are treated with an individualized treatment plan.



At Trifecta the approach is still medical. You have a doctor, aesthetician, and other professionals who understand what you need to truly feel better — with a gradual approach both psychologically and aesthetically. People need to understand that changing your face will not change the world in how they are treated, but we believe it is important to build people up from the inside out in order to be proud.

What do you look forward to in the future of your business?

At Trifecta, we are constantly looking for new solutions, treatments, methods, and machines that will help our clients live a happier and more fulfilling life.

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