



When Did the Doctor's Office Start Looking Like This?

Waiting for a tetanus shot has become a highly Instagrammable experience. BY KATY SCHNEIDER

ON A STRETCH of 18th Street near Fifth Avenue, between a SoulCycle and an Athleta store, sits Trellis, a storefront fertility center that could easily pass for a monstera-plant-adorned, natural-light-filled recycled-sneaker start-up. Or a monstera-plant-adorned, natural-light-filled on-the-go facial bar. Or a monstera-plant-adorned, natural-light-filled kickboxing gym. Trellis is not the first clinic of its kind. Over the past year, quite a number of medical start-ups resembling wellness studios have sprung up in New York: concierge doctors' offices with white-oak floors instead of linoleum tiles, repackaged-for-2019 acupuncture clinics with vanity mirrors and bergamot spray in place of Buddha figurines and incense sticks, and a handful of places that serve as spa and doctor's office both. This is happening, in part, thanks to the ever-ballooning wellness industry. But it's also a direct result of New Yorkers' getting more comfortable with the idea of popping into CityMDs for a sore throat on their way to the grocery store, instead of making an appointment with their internist. These new clinics all advertise futuristic treatments, easy-to-book appointments, and, most strikingly, a shared, decidedly unfusty aesthetic: Flimsy paper smocks are goners (Turkish bathrobes are the thing), floor-to-ceiling windows are a must, and industrial exam-room tables have been traded for velvet sofas. The doctor's office, in other words, no longer looks much like a doctor's office at all.



The Dover Street Market of Dermatology

The **New York Dermatology Group** (119 Fifth Ave.)—formerly a straightforward skin clinic—has opened an additional floor focused on integrating medical and holistic therapies with beauty procedures.



EMSCULPT

An electromagnetic core-strengthening machine that, by stimulating the abdominal muscles, claims to do the equivalent of **20,000 sit-ups** for you. Says founder Dr. David Colbert, “The Victoria’s Secret supermodels came and did it before the show.”

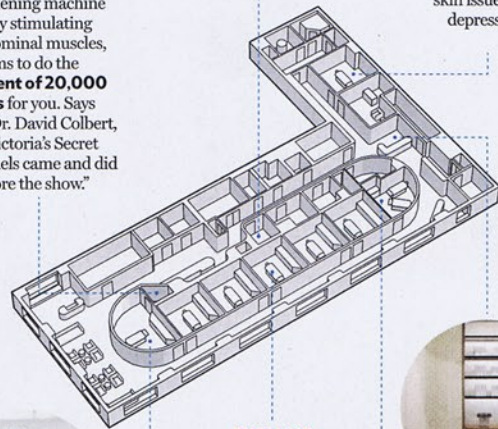


CRYOTHERAPY ROOM

Two chambers that plunge to minus-220 degrees to **boost collagen production**; clients wear North Face booties and soft cotton bathrobes.

IV INFUSION ROOM

Offerings include **intravenous and intramuscular vitamin therapies** to address general well-being, adrenal chronic fatigue, focus and memory, hangovers, skin issues, and depression.



TREATMENT ROOMS

Eight of them, with quartz floors and interlocking fiberglass walls, where one can get a host of treatments, including five types of **facials**, **lymphatic massages**, a session in an **infrared-light-therapy** bed meant to relieve joint pain (\$250), and **body shaping** via four different types of fat-reducing machines.

SUSANNE KAUFMANN

A space for the famous-in-Austria clinician, who staffed a team of specially trained aestheticians to offer **two types of massages** (herbal detox and body detox), plus **four types of facials** (including transformative, alkaline, and lymphatic).

APPOINTMENTS

With doctors like orthopedic surgeon **John G. Kennedy**, who specializes in sports-related injuries; internists **Carlos Rodriguez-Jaquez** and **John F. Adams**, who offer immunizations, vaccines, and routine physicals; and gynecologist **Kathleen Mulligan**, who does labial fillings (to, yes, perk up the labia) and estrogen optimization.



RETAIL

Floor-to-ceiling windows face Fifth Avenue, with over 100 different products from **Colbert MD**, **Susanne Kaufmann**, and **Colorescience** for sale.



Acupuncture With Turkish Blankets

Two clinics intent on getting the woo-woo-averse in the door have just opened in New York.

➔ **ALTHOUGH ACUPUNCTURE** has become mainstream (many major insurance companies now cover the treatment), practices still tend to be tucked away on upper floors, without websites or a clear menu of treatment options and with a common, somewhat

frayed-around-the-edges, '90s-era hippie aesthetic. But in the past year, two sleek brands have arrived in New York. First there was Tribeca's **Common Point** (3 Jay St.), a first-floor clinic with wood floors, lots of plants, and a waiting room decked out with Eames-ish chairs. The treatments are described in simple, easy-to-understand language: The “Restore” session (\$70), for instance, is short and targets whatever part of the body is bothering the patient, while the “Deep Dive” (\$130) offers an in-depth health evaluation and a personalized care plan. In November, **WTHN**—described by co-founder Dr. Shari Auth as “the SoulCycle of acupuncture”—opened in the Flatiron District (20 W. 22nd St.). Auth, like Common Point's co-founder, Dr. Liz Carlson, insisted that the space be on the ground floor so passersby could peek in; she also decided to have clear, accessible menus explaining the benefits of each treatment, along with a space that felt upscale and spaliqe. Which explains the heated beds, Turkish towels, signature scent (it's bergamot and frankincense, and it's everywhere), and retail shop up front, which sells an immunity tonic (\$19), a slumber-promoting serum (\$22), and, of course, a jade face-roller (\$30).



WTHN's heated acupuncture beds.

PHOTOGRAPHS: THIS SPREAD, NINA CHOI (EMSCULPT, CRYOTHERAPY); CHRISTIAN GALAN (SHOCKWAVE); ALBERT VECERRA (RETAIL, NYDG); CLAIRE ESPARROS (WTHN). COURTESY OF VENDOR (REMAINING); MAP BY JASON LEE. NEXT SPREAD: COURTESY OF VENDORS.

One of NYDG's treatment rooms, where patients can get an IV infusion during a cryofacial.