



# DAILY BEAST

## Firm, Soft, and Perky: The World of Butt Wellness

A slew of entrepreneurs, plastic surgeons, and trainers are working around the clock to make butt skincare just as visible—and profitable—as face products.

By Aliana Demopoulos | April 1, 2019



“Butt creams cannot replace a steady workout regimen, diet, and toning procedures,” Calabasas, California-based dermatologist **Dr. Anna Guanche** told The Daily Beast. “Butt creams either slightly irritate the skin leading to skin plumping or flushing, or they can act to temporarily shrink fat cells with active ingredients such as caffeine. Most effects are extremely temporary.”

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