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FINDS A WAY
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LOOKING BACK

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YOUTH CULTURE

Dr. Paul Jarrod Frank shares a page from his newly debuted pro-aging playbook.

BY PHEBE WAHL

“People are sold skincare products from the perspective of ‘anti-aging’ as if aging is a bad thing. The result of these negative marketing pressures is that people assume more is always better—it is not.”

—DR. PAUL JARROD FRANK

“Everyone has their own version of a good hair and skin day—that will never change,” says Dr. Paul Jarrod Frank, cosmetic dermatologist, chief medical officer and founder of the PFRANKMD Brand (pfrankmd.com). The top doc recently debuted his guide to aging gracefully, *The Pro-Aging Playbook* (\$27, Post Hill Press). Frank encourages his patients and readers to not only streamline and simplify their skincare, but to adopt a more holistic approach to aging and wellness. “The future will be different, but not our universal desire to look and feel our very best,” he explains. We asked Frank to share a page from his playbook.

What made you decide to write the book? Now 19 years after my first book, which focused solely on new technologies of what was then the booming early years of cosmetic dermatology, I wanted to share groundbreaking tools I learned in my 23 years of practice—the empowering physical and mental approach to a holistic idea of aging. For decades, the beauty and the wellness industries were at odds. They were considered separate and distinct interests that didn’t always look fondly upon each other. One was associated with narcissism and vanity and one solely with spiritual development and inner health. I wanted to bring together facts and tools from both disciplines and discuss their evolution into simple practices that can help people find the best version of themselves. *The Pro-Aging Playbook* is a motivational book that inspires people to find confidence and vitality inside and out at any age.

What are the most common mistakes people make when it comes to their skin and aging? The most common thing is excess. People are sold skincare products

from the perspective of ‘anti-aging’ as if aging is a bad thing. The result of these negative marketing pressures is that people assume more is always better—it is not. A common thread of overuse of products is what we call ‘sensitive skin syndrome.’ I always counseled patients and refer to the rule of KISS—‘Keep It Simple, Stupid.’ Whether it is skincare, cosmetic procedures, nutrition, exercise or professional endeavors, life doesn’t have to be so complicated to achieve results. The best results come from achievable combinations of many small things. Excess of anything poses difficulties, particularly in cosmetic dermatology. Skincare has to serve you in some way—it shouldn’t be a chore. Streamlining and prioritizing seems to be very useful in our world of excess content.

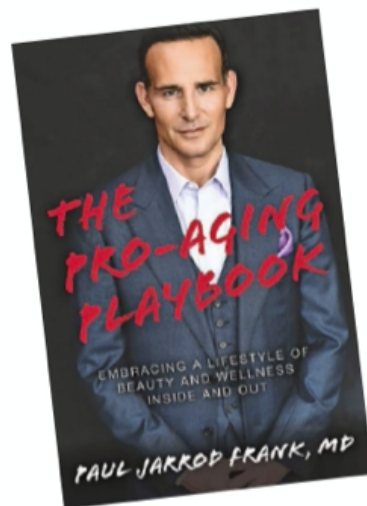
What makes you cringe in terms of aging and skincare? When I can notice work done or feel people have been sold a false bill of goods. With all the technologies, knowledge and opportunities we all have to be the best versions of ourselves, I find it very disconcerting when I see abuse of cosmetic procedures and various wellness fads that are unsubstantiated in science and sold solely on hype. It’s not what you do but how you do things that makes all the difference, and just because things are available doesn’t mean they are in your best interest. I tell people you only notice the bad work. Given the global enthusiasm for beauty and wellness, there is an enormous amount of charlatanism. My goal with *The Pro-Aging Playbook*, and in my practice, is to thoroughly educate my audience and really help people make valuable choices in every aspect of life that will contribute to the way they want to look and feel.

Boil it down for us... what top five things do we need to do to age well? People need to first realize that aging is a blessing and that everybody is doing it. We all go through the difficulties of time’s effects. We are all special, but not uncommon, with any aspects of it. Once we come from that perspective, the things we do to enhance our appearance

are just icing on the cake. Beauty is always in the eye of the beholder and the most important set of eyes are our own. You are what you eat. I go through several nutrition strategies with different experts in the book. What we put in our body is just as important as what we put on our skin. Lifestyle choices are key in keeping skin looking youthful, and nutrition and weight management are essential components of staying youthful and vital. Exercise is probably the most influential component in all aspects of aging. Exercise improves hormonal status, increases collagen and elasticity, regulates sleep, metabolism and mood. You feel better after a workout, and there is no question that in time and with practice you look better as well. Stacey Griffith, the face of SoulCycle and contributor to my book, shares how much exercise is an integral part of staying vital as we age. How you connect with your community is going to be most predictive of how you see yourself—which is most important. We all need connectivity and we need to be aware of who we surround ourselves with, both positive and negative. Practice gratitude, meditation, rest and restoration. There are innumerable tools I lay out in the book to actually walk this walk to achieve sustainable effects. Start taking care of yourself and your skin young. Small, consistent changes and essential habit formation prep people for a hopefully long and graceful haul of aging.

Do you practice what you preach? How do you keep looking so young? I try to set a good example for my patients and audience. It’s not about achieving beauty objectively as much as it is being full of vitality and positivity. I am no saint, though. As I age beyond 50, it certainly takes more work to be the best version of me. With the help of my own dermatologic expertise and a combination of various lifestyle choices I have found what works best for me. It’s about finding balance. Knowing when and how to indulge without living an overly restrictive life. These are the tools I try to exemplify and share throughout the book. There is no best formula, procedure or lifestyle. I try to review the options and guide people to what will work for them.

What summer Hamptons skincare sins do you want to banish? Well, clearly as



a dermatologist, I’m going to share that the majority of skin aging comes from sun damage, regardless of your skin type. If you want to enjoy the outdoors and the sunshine, I’m all for that—I’m an outdoors person myself. But there are smart ways to enjoy yourself, get the benefits of the sun and still protect yourself from the inevitable negative effects on your health and beauty. These tricks are all in the book.

What else is up next for you? PFRANKMD is expanding downtown this fall with the intent of being the chicest and most advanced procedural and retail cosmetic provider in the country. We’re working with Gachot Studios, a renowned design firm, to open a 4,000-square-foot, bespoke aesthetic healthcare center in the heart of the West Village. It’s going to be staffed with my extensive team of board-certified dermatologists, cosmetic PAs, registered nurses and medical assistants, all performing our cutting-edge treatments, customized signature procedures, all under my tutelage and supervision. We’ll be expanding our retail and partnering with some of the best and brightest in the beauty industry. The uptown PFRANKMD is going to remain that upscale cosmetic surgical center that I envisioned 20 years ago. It’ll continue to be the boutique place, but the road to expansion is downtown in the West Village where we are creating the next generation of beauty and wellness offerings. ◉