

# Beauty Trends

All week fashionistas have been front row amidst the bright runway lights and photographers' flashes. But besides donning the hautest designer bags and shoes, what's the most important accessory? Your skin! We chatted up Dr. Paul Jarrod Frank to find out the latest trends in dermatology for an inside-scoop on this season's beauty musts.

**First, how should people go about choosing their dermatologist?**

I think word of mouth is always the best way to find anything. I like to think that my practice attracts people similar to myself both in aesthetic and demeanor. I assume this is why I get along so well with my patients.

**Right now everyone is concerned about post-summer maintenance.**

**Any tips?**

The fall season for my practice is spent undoing the damage that has been done all summer. It's all about sunscreens and a little laser work. Fraxel® is still the hot procedure for cleaning up the skin.

**So what's the next "big thing" in dermatology?**

The greatest advances and focus of new innovation are certainly in non-invasive skin tightening. Although we can't match the efficacy of plastic surgery, new devices such as Ulthera® are certainly minimizing the need for the knife. As for the future, I believe that the advances in the field of anti-aging medicine will allow us to control the aging process rather than mask it with cosmetic procedures. That being said, I don't think cosmetic dermatology is going anywhere.

**And now you're introducing something called Youth Diagnostics™.**

It's an advanced health assessment and age management program I developed with an internal medicine physician that specializes in anti-aging medicine. He will be working with me in my practice seeing my patients who seek his services.

**What services will you provide?**

The first part of the program is performing a series of blood and non-invasive diagnostic tests that will help us determine the rate at which one is aging by organ system. Once the data is compiled, patients will meet with my associate who will provide age management recommendations which can range from lifestyle counseling to various types of supplements to hormone replacement therapy.

**How does Youth Diagnostics™ fit into your existing practice?**

With an increasing number of patients interested in anti-aging medicine, I wanted to recruit an expert in the field and create the first practice in the country to offer a complete and cutting edge anti-aging facility; where health, well-being and beautification merge.



## SINGER Along

For Jon and Alicia Singer, owning a store is sweet—but running an e-commerce empire is even sweeter. The Long Island husband-and-wife power team has managed to corner their particular market—and they share their secrets with *The Daily*. BY ASHLEY BAKER

**How did you get started?**

J: I used to manufacture clothing with my family. When my parents retired, I was 31. I had two kids, and I had a "what do I do now?" moment. So in 2003, Alicia and I opened Singer22 and the website simultaneously. Alicia does all the buying, and I'm the CEO.

**Does online and brick-and-mortar retailing differ?**

J: I think most brick-and-mortar retailers think it's easy to just start a website and do business. It's not that easy. Between getting the products on the site, filling orders and handling customer service calls, it's a lot of work.

**How are the businesses scaled?**

J: The online business is about 75 percent and growing. We launched men's about six months ago, and we're opening another store featuring both men's and women's. And the retail store is up 45 percent this year!

**What's your curatorial philosophy?**

A: I pick what I love.

J: She has an incredible talent for finding unknown labels and helping build them into a brand. The second we put up one, it takes off.

**What are some of the brands you feel you've helped?**

J: J Brand, Current/Elliott, Wildfox, LnA, Jeffrey Campbell, Alice + Olivia, Haute Hippie... We give them huge exposure. Our site gets an average of 150,000-250,000 page views a day.

**How do you get so many celebrities to visit the store?**

J: When Nicole [Richie] launched her own collection, we helped get the name out there. It's rare for celebrities to go out to stores other than, say, a Neiman Marcus for a personal appearance, but we did an event with her, which was a huge success.

**Are you at all fazed by talk of a deeper recession?**

J: Not at all. Even in bad times, people always need a pick-me-up—and our site is a place that makes you feel good.

A: Especially when things are rocky!

