

FROM THE UPPER EAST SIDE TO THE EAST END

Dr. Paul Jarrod Frank
Turns Back the Clock
Without Losing Time.

New York living includes a fashionable combination of watching what you eat, regular exercise, getting some rest and coping with life's stresses, all while looking your very best. Regardless of one's regimen, the inevitable effects of the environment and time take a toll on us.

With the old days of the aggressive Nip and Tuck almost gone, it is getting easier and safer to get a little extra help battling time. With the rapidly advancing pace of the beauty industry and the seemingly infinite options out there, it is crucial to entrust your skin to an experienced physician that is also on the cutting edge. It is no surprise to find such a specialist on the Upper East Side's Fifth Avenue.

Dr. Paul Jarrod Frank is the director of the Fifth Avenue Dermatology Surgery & Laser Center, board-certified in Dermatology and Dermatologic Surgery, Dr. Frank has generated much buzz among New York City's elite as the go-to doctor for injectables, laser surgery and body sculpting.

In his state of the art facility which includes a surgically accredited operating suite and over 20 different cosmetic lasers to choose from, Dr. Frank creates a medical and aesthetic experience akin to our native city-professional, stylish and comforting. With an international and VIP clientele, Dr. Frank prioritizes an upscale experience in his boutique practice. But don't fret if you are summering in the Hamptons, as Dr. Frank has conveniently opened his doors in Bridgehampton, for his VIP patients, making sure they have the best in beauty, even at the beach.

As a recognized expert in the field of cosmetic dermatology, Dr. Frank is published throughout the consumer and medical literature and is regularly quoted in beauty magazines, as well as appearing as an expert commentator on national broadcast shows like "Good Morning America" and "Access Hollywood", amongst others. Dr. Paul Jarrod Frank advises some of the world's leading aesthetic technology companies, including Estee Lauder's Beauty Bank for their Good Skin Labs line. He also serves as Clinical Assistant Professor and Director of the Cosmetic Dermatology Clinic for training residents at New York University Langone Medical Center.

In a three part rejuvenation series, *Hamptons Magazine* catches up with Dr. Frank

to investigate his latest and greatest seasonal tricks he uses to turn back the clock for Manhattan's A-list as they gear up for the summer season.

What are currently the most popular procedures in your practice?

My practice is about 1/3 body sculpting, 1/3 injectables, and 1/3 laser surgery. The balance of these procedures is very seasonally dependent. New Yorkers are always trying to maximize their time and minimize their recovery in their fast paced lives. With the nicer weather under way, we certainly are very busy with minimally invasive liposculpting.

With so many technologies out there for fat removal, which in your opinion is the best?

Truthfully, many of the technologies are quite similar, just different brand names. What makes modern liposuction safe, quick and effective is performing it totally under local anesthesia, using small instruments we call micro-cannulas.

Suprising to most, this technique has been around for over two decades. Tumescant Liposuction, as it is medically coined, allows for a quick and safe recovery getting people back to work in 48 hours and on the beach in a week. The newer surgical technologies, such as the variety of laser and ultrasound lipolysis machines are just supplemental in the sculpting process.

Who is the best candidate for such a procedure?

Contrary to popular thought, liposuction of any kind is not for people with significant weight problems. The procedure is best for areas of fat that are resistant to diet and exercise. We use the technique to make the body more symmetric. It's not about being the skinniest; it is about making one's body proportionate to its optimum body type.

What about some of the totally non-surgical fat removal techniques?

There are innumerable emerging technologies in the battle of the bulge from fat melting injections, external light sources, ultrasound, massage and cryolipolysis. To date, there are few clinical trials to support their safety and efficacy certainly for significant amounts of fat, which most patients want gone. Unfortunately, a good percentage of my patients have already spent a lot of money on these treatments before

Stay tuned for the next installment in our rejuvenation series as we discuss the no downtime techniques to keep you looking your best in the peak of the summer season when your social calendar is in full gear.

For more details on Tumescant Liposuction, and for more of Dr. Frank's techniques, go to www.pfrankmd.com.

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coming in for my procedure. For most of these technologies out there it really comes down to the cost benefit ratio. People are not going to pay large sums of money for a long series of treatments that will remove only minute amounts of fat. You can not destroy large amounts of living fat cells non-invasively and expect the body to deal with the clean up. Like anything you want to get rid of, physical removal is the best option. With 30 years of refined technique, removing fat under local anesthetic is still the best procedure. It is a quick, safe, and close to a painless in-office procedure that I perform over 300 times a year. Although I am enthusiastic about the emerging technologies, I am always wary of claims that are too good to be true. My patient's expectations and results are too important to me. ●