



Only a lucky few have been graced with perfect genes. Even if you work out, eat right, and take meticulous care of your skin, years of sun and the passage of time take their toll on your body. If you're concerned about your appearance, it's never too soon to begin making improvements.

"Subtle treatments that address all aspects of aging have significant cosmetic results in the long run," says Dr. Paul Jarrod Frank, Director of the 5th Avenue Dermatology Surgery & Laser Center. "If you do little things today, you can avoid tomorrow's need for more aggressive surgery, and most importantly, you can maintain a natural look."

Dr. Frank and his team of physicians are experts at treating all types of skin conditions, selecting the most effective and least invasive techniques to help patients age gracefully. The center customizes treatments from among its vast array of technologies—which include 15 different laser and radiofrequency-based devices, various skin fillers, Botox®, and a long list of treatments that address everything from rashes to wrinkles.

In addition, the center is a state-of-the-art surgical facility where Dr. Frank performs more than 300 liposuction procedures each year. All of these procedures are done under local anesthesia, and patients can return to their normal activities within 24-48 hours. His advanced techniques and extensive experience in Tumescent Liposuction have made Dr. Frank the "go-to man" for minimally-invasive fat removal. "We have a whole palette of options for patients," he says. "My expertise enables me to choose the best options from that palette and tailor them to each patient."

That expertise has made Dr. Frank a nationally renowned leader in the field of minimally-invasive cosmetic surgery. He is a Board Certified Dermatologist and Dermatologic Surgeon. He authored the book, *Turn Back the Clock without Losing Time*, and makes regular appearances on shows like "Good Morning America" and CBS's "The Early Show." He serves as Assistant Clinical Professor at NYU Medical School, where he directs a Cosmetic Dermatology Clinic for training physicians. In addition, he advises some of the world's leading aesthetic technology companies.

Despite his high profile, Dr. Frank maintains a warm, friendly office environment where everyone—from celebrities to socialites to housewives—receives personalized, boutique care. For each and every patient, Dr. Frank has one goal in mind: "Keeping a very natural aesthetic is most important," he says. "You don't want people to notice what you've had done—you just want people to notice that you look great."

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