

BEAUTY BUZZ with DR. PAUL JARROD FRANK



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 comfort-

ing. 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.

Q: What are the most common skin complaints at the end of the summer?

Although there are certainly age-specific concerns regarding sun-damage, the most common complaints relate to the pigment and textural changes that the sun causes over time. Brown spots, widened pores, and the loss of vibrancy to one's skin certainly are common themes come September. Despite the admitted diligence of using sunscreen, many patients complain of progressive ageing each year, not realizing that much of the cosmetic sequelae they are experiencing now come from sun exposure decades ago. Like many carcinogens, sun damage takes years to develop. The results of sunburns today won't be seen for years to come.

Q: What is the hottest technology right now in Cosmetic Dermatology and the battle against sun damage?

For the past few years, fractional lasers have dominated the forefront of cosmetic rejuvenation. These devices, which come in various forms and trade names, are used to resurface the skin in a very unique way. Much like repaving a road, lasers can be used to repair and rejuvenate by selectively destroying damaged layers of skin while stimulating the overwhelming reproduction of healthy and younger appearing skin.

Q: How do these devices work, and what makes them different than older lasers?

What differentiates fractionated lasers from their predecessors is the manner in which the laser light is delivered to the skin. Much like the pixels in a digital photo, laser energy is delivered in very discrete microscopic columns of light that heat up parts of the skin while leaving other parts intact. The untouched columns of skin provide a scaffold for much quicker and safer healing, allowing the technology to reach depths in the skin unattainable with earlier technology. Depending on the needs of the treatment these devices also vary in the manner in which new skin is generated. The basic differentiation is termed Ablative vs. Non-Ablative. Ablative fractional resurfacing, although much improved over historic ablative lasers, is reserved for the most aggressive skin rejuvenation where skin is physically removed with the laser. Non-Ablative fractional lasers, which are the most popular given their minimum downtime, stimulate collagen production merely by heating up columns of tissue deep in the skin. Regardless of which type of technology is used, the results are overall improvement in skin quality including color, texture, pore size, clarity and wrinkles.

Q: Can Fractional Lasers be used on other parts of the body?

Absolutely. These devices have dramatic effects on scars and sun damage throughout the body. The neck, chest, and arms are very commonly treated areas. In fact, one of the most popular and remarkably effective treatments with these lasers is with stretch marks, a notoriously difficult skin condition to improve up until recently.

Q: Are these devices safe and what are their long term consequences?

As with any cosmetic treatment, safety is mostly determined by the physician's judgment in choosing the right technology for the right patient, using the device skillfully, and guiding a patient's recovery appropriately. Certainly the device itself plays a role, which is why these newer technologies have such a greater advantage. As with all products, there are many name brands and choosing can often be confusing for the cosmetic consumer. In my practice, I use the Fraxel® name-brand of devices. They were the original developers of fractional lasers and have the most clinical studies to date. In addition, they have the widest spectrum of devices that cater to all varieties of patient skin types, ethnicities, and skin maladies. I call them the Rolls Royce of fractional lasers when discussing options with my patients. I currently utilize all three of their devices, the Fraxel Re:store™, Fraxel® Dual, and Fraxel Re:pair®. Much of the research we are doing now with these lasers are revealing their benefits in reversing sun damage and even in treating precancerous skin tissue. So I am confident that the long term benefits of treating patients with these devices are dramatic.

Q: With the various treatment options and technologies, what is your advice to patients who are seeking to improve the quality of their skin?

First thing I discuss is sun protection and basic skin care. The metaphor of "you can't heal a bruise if someone keeps punching you in the arm" rings true in this case. I then discuss the various options of treatment based on the patient's skin type, cosmetic needs, and their availability for different degrees of downtime, and certainly cost. What I teach patients is that there is no best laser or treatment, just one that will suit them best. Choosing from a palette of cutting edge technologies helps me cater to each individual's needs. What I do most for my patients is relay to them the importance of healthy and vibrant skin and the skincare routine that it takes to maintain it. Beautiful skin is always one's best accessory; Wear it well! ●

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