FROM THE UPPER EAST SIDE TO THE EAST END

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

Summer is now in full swing with social events, family outings, rest and relaxation on everyone's to do lists. Despite our busy calendars, we all still want to look and feel our best while enjoying the summer season. As the director of one of New York's premiere cosmetic dermatology practices, Dr. Paul Jarrod Frank's aesthetic is known in circles that seek out subtlety, comfort, and a natural look. A Board Certified Dermatologist and Dermatologic Surgeon, Dr. Frank specializes in the cutting edge of minimally invasive cosmetic rejuvenation in his accredited facility on the Upper East Side's Fifth Avenue. In our ongoing Q & A with Dr. Frank, Hamptons Magazine gets the inside scoop on beauty's secret weapons.

Q: What is the most common procedure people are doing this time of year?

Given everyone's busy social schedule, outdoor sun exposure and limited ability for downtime, injectables such as fillers and Botox® are the most common procedures. They offer the most dramatic result while still enabling people to work and play without significant interruption.

Q: It seems that there are so many options now with these products. Which in your opinion are the best?

There is no best. Just what is best for each individual patient. Each filler varies in length of action, cost, main ingredients, amongst other things. It is like asking a carpenter what his favorite tool is…. it depends on the job. What is most important is to find a physician accustomed to several products to customize the treatment for each person. We now have many options that are safe and effective; some products work better for specific purposes and individuals than others. By integrating several types of injectables, we can make such dramatic and natural improvements that for many patients surgery becomes unnecessary. Ultimately, what is giving the "best results" is not which injectable is used but rather the technique, judgement and skill of the physician.

Q: Are all of these treatments and products safe?

Fortunately, most of these products have been used for medical purposes for years prior to their cosmetic applications. The fillers, for the most part, are each made of substances naturally found in the body and therefore get absorbed naturally. As for wrinkle relaxers such as Botox® and Dysport™; both have been used throughout the world for decades with an excellent safety profile. The most common complications both aesthetically and medically of these procedures most often results from poor technique and judgment.

Q: Everyone's biggest fear is looking fake or overdone. How do you handle people's concerns?

Unfortunately, everyone has images of bad cosmetic work. What is interesting is that most people only notice the bad results because the good work you can't tell. In New York City, looking natural is certainly the biggest concern. Regardless of which product or the amounts that are used, working with patients is not just about treating a wrinkle or a scar, it is about overall rejuvenation. When you treat one problem you always have to think of its aesthetic and functional effects on the rest of the face. Much of the result, again, is a matter of how things are done not necessarily what is done.

Q: If there is such a variation in potential results how does a prospective patient ensure getting a good result?

In choosing any medical professional, I find that a little research helps. Certainly word of mouth referral is most helpful. Checking credentials, making sure the physician is Board Certified in a cosmetic specialty and is well versed in whatever treatment one is seeking is essential. Unfortunately, one of the biggest problems in the cosmetic field today is the existence of injectors with limited training, many of which sub-specialize in other fields of medicine or those that are not physicians at all. As with any cosmetic procedure, the skill of the treatment is not only an aesthetic one. It is in providing a safe environment, handling potential complications, and having the experience and judgment to offer alternatives and actually say "no", at times. Unfortunately, given the growing trend of 'medical spas' and non-physician injectors there is also an increasing dilution in quality of care. I take full responsibility, both aesthetically and medically, for all my patients; therefore, I am the only one who performs these procedures on them.

Q: Is there anything new in the field of injectables we should watch for?

There are many new products that are coming over from Europe and Asia both in the filler and "Botox®" market. Many of them will be redundant to products already available but will certainly be useful in certain instances. The increased competition and consumer comfort in the rapidly growing market will certainly help to maximize treatment options and give greater insight into new applications of these products. In past decades, fillers were used to merely fill specific lines on the face. Now, I get to choose from a palette of options using various techniques to re-volumize, lift, and tighten skin and wrinkles throughout the face; popularly known as liquid face-lifts. What was once thought to require invasive surgery with overwhelming cost, downtime and risk can now be addressed in a short office procedure that has patients back to work and play the next day. The advancements in technology and techniques have truly transformed cosmetic dermatology into an art form. I am enthusiastic to be equal parts student and teacher while I get to grow old gracefully with all my patients. ●

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