

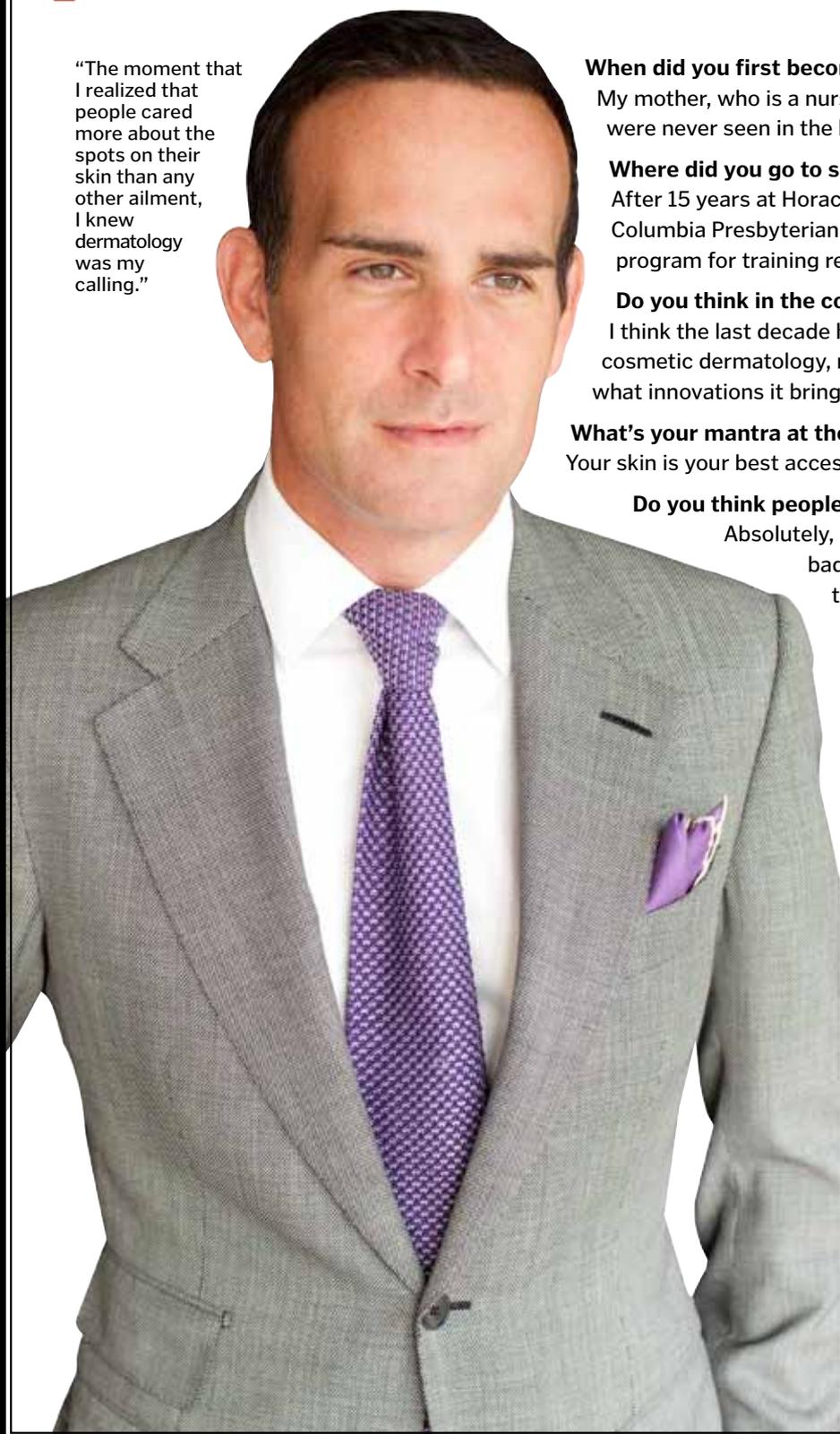
5th Ave & Fabulous



Face it, this week is all about, well...your face, front row! Why hide behind those de riguer designer shades? Dr. Paul Jarrod Frank is uptown's not-so-secret, go-to cosmetic derma for the chic set. Between his skin expertise and his sister, Ann's, limitless fashion knowledge (she is a Parsons' fash professor!), they'll have you proudly posing in no time.

pfrank^{MD}

"The moment that I realized that people cared more about the spots on their skin than any other ailment, I knew dermatology was my calling."



When did you first become interested in dermatology, Dr. Frank?

My mother, who is a nurse, actually put the seed in my head. She always used to comment on how dermatologists were never seen in the hospital and when they were they were always the most rested *and* the best dressed!

Where did you go to school?

After 15 years at Horace Mann School, I went to Vassar College and then to New York Medical College, Columbia Presbyterian and NYU, where I am now an Assistant Clinical Professor, directing the cosmetic dermatology program for training residents.

Do you think in the coming years there will be more of a focus on dermatology?

I think the last decade has been a boom for my field. The advances in technology have changed the landscape of cosmetic dermatology, making plastic surgery less necessary. I expect the next decade to be equally dramatic in what innovations it brings.

What's your mantra at the Fifth Avenue Dermatology Surgery and Laser Center?

Your skin is your best accessory. You wear it every day, so wear it well!

Do you think people have misconceptions about your field?

Absolutely, people think cosmetic enhancement has to look 'done.' Unfortunately, people only notice the bad work. I want patients to feel that they are well taken care of, that they can maximize what they have physically, look natural, and not feel embarrassed about taking care of how they look.

Is it true that you try out procedures on yourself?

To some extent, my general rule with new procedures is that I won't perform something on a patient that I wouldn't consider for myself or a family member.

And you're office is very chic and boutique.

The procedures that I perform can be discomfoting and intimidating for many people. To do my best work, I first have to make patients comfortable both emotionally and physically. I created an environment in the manner in which I would want to be treated.

And you also have your sister working in the office, literally right next to you.

Well, I opened my own practice two months before 9/11. My sister was finishing her graduate degree at Cooper-Hewitt National Design Museum so I asked her if she would help me out; Now she runs every aspect of my professional life.

Have you always gotten along?

Always, but at least now she gets paid to listen to me!

You're also very into fashion yourself, who are your favorite designers?

Tom Ford is certainly my favorite. His style is simple, meticulous and luxurious. For casual wear I love John Varvatos. I wear a suit without a tie most days. I have always felt subtle things make the biggest difference. I have an affinity for pocket squares and cufflinks.

Do you have any plans to expand or open other locations?

I only have two hands and they are kept very busy! As a perfectionist, I cannot ever see delegating my procedures to other doctors or nurses. I see and do all my procedures on my patients. That is what they come to me for! The expansion of my career comes from the skincare and technologies that I help develop. Currently, I am the global brand endorser and product developer for Good Skin Labs, a skin care line from Estée Lauder.