

SUMMER'S SEXIEST LOOK

MEDICINE AND BEAUTIFICATION MERGE. THE NATURAL YOU, ONLY BETTER.

BY BARI TRONTZ

No one's perfect. Even the most fortunate of us are glued to the genes we're born with. Regardless of a regimented fitness routine, strict diet and careful care for your skin, the inevitable effects of time and environment take an undesired toll on our appearance. And, although, we are all beautiful in our own unique way, there's always a little room left for fine finessing and preventative measures to help you feel like you're at the top of your game.

The old days of the nip and tuck are now long gone. At a time when luxuries, like aggressive plastic surgery, are not at the top of the priority list, people are increasingly looking at alternative ways to look their best. Manhattan based Dr. Paul Jarrod Frank is renowned for his minimally invasive cosmetic surgery techniques and has created a buzz in New York City as the go-to doctor for injections, fillers and other cosmetic treatments that help his international clientele achieve their highest beauty expectations. Catering to a vast scope of clients including A-listers, celebrities and socialites, Dr. Frank makes the very best in beauty a reality at his state-of-the-art facility—The Fifth Avenue Dermatology Surgery and Laser Center—located in the heart of Manhattan. 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, to make sure they have the best in beauty, even at the beach.

Dr. Frank's philosophy stems from a fundamental desire to look like yourself, only better. "You don't want people to notice what you've had done—you just want people to think you look great," he explains. The Fifth Avenue Dermatology Surgery and Laser Center offers its international clientele the best in non-invasive cosmetic rejuvenation and focuses on enhancing and maintaining your appearance in a subtle, very natural way. Using cutting edge medical technologies and deft technique, cosmetic enhancements are performed safely with minimal downtime and natural appearing results. All cosmetic procedures are physician performed in order to maximize benefits and minimize risk. Dr. Frank makes it a priority to perform the procedures himself and has cultivated a stylish environment of comfort, serenity and rejuvenation.

The Fifth Avenue Dermatology Surgery and Laser Center customizes individual treatments for each patient, which include a vast array of laser and radiofrequency-based devices, line fillers and Botox to address all problems from wrinkles to rashes.

Dr. Frank has also been coined New York's "lipo guru" performing over 300 liposuction procedures every year in his accredited surgical facility. Pioneering advanced medical techniques and unparalleled experience in Tumescent, Laser-Assisted and Ultrasound-Assisted Liposuction, all procedures are done merely under local anesthesia allowing patients to return to their normal activities within 24-48 hours.

A recognized expert in the cosmetic dermatologic world, Dr. Frank is the author of Random House's "TURNING BACK THE CLOCK WITHOUT LOSING TIME: A Complete Guide to Quick and Easy Cosmetic Rejuvenation" which has emerged as the "bible" for consumers seeking medical beauty treatments. Dr. Frank has appeared as an expert commentator on national broadcast shows including Good Morning America, CBS Morning Show, Access Hollywood, among others, and is regularly featured and quoted in beauty and fashion magazines.

Beyond the rejuvenating experience and addictive results, you are in safe hands. Dr. Frank is a Board certified Dermatologist and Dermatologic Surgeon, a Diplomate of the American Board of Dermatology, and a fellow of both the American Society for Dermatologic Surgery and the American Academy of Dermatology. He trained in Internal Medicine at New York's Columbia Presbyterian Medical Center and completed his Dermatology residency at NYU Medical Center. Currently, Dr. Frank serves as Clinical Assistant Professor and Director of a cosmetic surgical clinic for training dermatologists.

The advancement of medical technology has opened up the doors to a world of non-invasive options in the cosmetic beauty space. It's now easier than ever to tweak your look and turn back the clock in a matter of minutes. So, get your sexiest summer look and bring out the very best in YOU.