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BEING AN EVERYDAY QUEEN

DR. PAUL JARROD FRANK

Cosmetic Dermatologist

Chief Medical Officer & Founder
of the PFRANKMD™ Brand

Born and raised in Manhattan, and with offices in New York City, the Hamptons, and Miami, Dr. Paul Jarrod Frank has become one of the most renowned cosmetic dermatologists in the world.

Dr. Frank uses his outside-in and inside-out approach to cover the most effective cosmetic treatments, products and wellness choices for improving your skin, your health and your perspective on beauty and aging. Thanks to Dr. Frank's no-nonsense filter of the health and beauty industry, you can choose the simplest techniques that fit into your schedule and lifestyle. Most of all, you'll see how small, gradual changes in how you think, how you eat, how you move, and how you make time to care for yourself can cost little to nothing yet enable you to reap enormous rewards.

Hailed as "the Beauty Guru" by his celebrity and international patients, Dr. Paul Frank has written a book designed to help people of all ages navigate the latest technologies and lifestyle choices in the beauty and wellness industry, so they can positively transform the way they look and feel.

The Pro-Aging Playbook empowers you to chart your personal path to your best self by harnessing proven techniques for professional, proactive and progressive care. With the help of this book, you'll look and feel your best while finding your individual course to sustainable vitality and confidence.



1. What is the concept behind your practice?

I believe I have really helped changed the way people think about cosmetic enhancements. The stigma of "Ladies Who Lunch," "Risky Procedures," and "Excessive Vanity" have been around for too long. That is not what my practice or the future of rejuvenation is about. It is not about being young or beautiful per se, or changing who we are – it's about doing things that maximize what was god given to us. It's about maintaining youthful attributes as we also try to do with our muscles, hair and nails, and our nutrition. What I do for many patients is a form of grooming. Small frequent efforts make a big difference, and it is about maintenance – like nutrition and exercise. The art is finding the combination of treatments and performing them in a way that is approachable, manageable and effortless looking. Without modern medicine most of our bodies wouldn't have survived this long anyway. So why shouldn't we use the tools and the art of modern medicine to maintain the wellness, health and beauty of our skin and ourselves. Cutting edge technology, non-invasive treatments and licensed medical professionals are what we focus on at PFRANKMD.

2. What are some of the hardest things you generally face within this industry, if any?

Patient expectation can be the most difficult thing. My greatest challenge is to assess a patient's expectations, while some are low and some are high. I try to reeducate them from what they may have heard about procedures or what they may expect, and then try to match my skills and treatment choices to meet educated expectations. When I am successful at this, it is my greatest achievement and makes for a great doctor patient experience.

3. After all these years of experience, if you were asked to make a projection of the direction in which the industry is heading, what would it be?

The future will be different. Patients are going to opt for procedures that give greater bang for buck results and will be willing to endure more downtime because they have the time to give due to reduced social and work schedules. The cosmetic market overall will continue to boom as people, particularly older people, will want to be competitive in the job market and look their best.

Bespoke skincare has also been an increasing trend, even before the pandemic, and will continue to be at the forefront. People in general during this time are also simplifying – they want fewer material items. Multiple products and routines are not desirable right now. Consumers want one product that can do many things. Bespoke skincare is made specifically for you and packs more power than multiple products.

4. What are the most common techniques you use?

Injectables have been and continue to be the most popular in regard to

safety and efficacy. My technique, which I developed, called the ENSO technique - "Expressive Neuromodulation and Structural Optimization" involves using various types of products – little bits in many places throughout the face and neck to achieve a global improvement that goes relatively unnoticed to others. I treat faces, not features.

5. You're the beauty guru of NYC! What makes you different compared to other dermatologists from the industry?

Make sure you're going to a provider that offers a large variety of treatments with a combination of devices. The current and future of non-invasive cosmetic dermatology is in combining a lot of small things to get big results, so you can't just go to someone that only offers one device. You also have to remember lasers and other devices are just instruments that rely on the performer. You rely on trained practitioners to pick the best device for the patient.

6. What is the most valuable thing you have learned about dermatology?

That what I do is a marathon, not a race. Like any form of grooming, being meticulous about what you do, how you do it, and how often makes all the difference.

7. Is there an achievement or contribution that you are most proud of?

Professionally my achievement is having curated a wonderful group of patients over 20 years that I am growing old gracefully with. Although I still see new patients daily, I am most grateful to those patients that have trusted me and stuck with me throughout my professional journey.

8. You are about to launch the book called "The Pro-Aging Playbook: Embracing a Lifestyle of Beauty and Wellness Inside and Out." Can you please tell us, in one sentence, what is the core message of the book?



I wrote this book to help people of all ages navigate the latest technologies and lifestyle choices in the beauty and wellness industry, so they can positively transform the way they look and feel. By reading, you'll see how small, gradual changes in how you think, how you eat, how you move, and how you make time to care for yourself can cost little to nothing – yet enable you to reap enormous rewards.

9. Let's say I'm 18 and I'd love to become the next Dr. Frank. What steps should I follow?

Stay open minded. You may not want to be me in 5 years! I love what I do but I didn't think at 18 that the journey would go this way. Being open minded, dedicated and staying passionate about what you're doing keeps you in the right direction regardless of where it takes you. I do believe the practice of medicine is still an amazing profession. Always a student, always a teacher.

10. How would you define success in your field?

I never really feel successful because there is always more I want to achieve – I am my biggest critic. But I am very grateful for what has come my way thus far – confidence in my skills, patients that trust them, continued passion for new skills and a loving family that supports me along the way.