

MODERN LUXURY

HAMPTONS



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ALESSANDRA AMBROSIO

Hamptons season is in full swing. What are some of the ways people are getting ready for the beach season this year? The coming-out party of the pandemic winding down happens to correlate with the summer season. And people are looking forward to the heat and showing some skin, so body treatments are more popular than ever. People are gonna be spending more and more time outside as they're socializing. And fortunately, with some new treatments that are available now, people are looking to make improvements in their bodies. We have devices like the new Emsculpt Neo, which advances the old Emsculpt technology. It is not only more powerful for muscle building in definition but also features improvements for skin tightening, texture and fat removal—kind of like the holy grail. We have multiple of these machines at all of our locations, and they are really running all day and all night getting people back into their summer shape. People have been out of their exercise and nutritional routines with COVID. It's not only working long term, but it's giving a quick fix almost like a supreme workout that makes you look better right after. People are doing it not only long term but right before a weekend or a party. There have been a lot of advances in cellulite treatments too recently. The new injectable agent Qwo, which helps melt down the fibrous puckering—that's a very quick fix that people are looking to do—and other skin-tightening technologies



Let's Be Frank

DR. PAUL JARROD FRANK OF PFRANKMD (PFRANKMD.COM) IS A TOP DOC BEHIND THE EAST END'S MOST STUNNING FACES—AND BEST BEACH BODIES. WE POLLED HIM FOR HOW HE IS HELPING HAMPTONITES SIZZLE THIS SEASON.

BY PHERE WAHL

PHOTOGRAPH BY JESSICA KAPLAN FOR SELF
STYLING: JESSICA KAPLAN
HAIR: JESSICA KAPLAN
MAKEUP: JESSICA KAPLAN



like Emsculpt Emtone, which work to tighten the skin on the buttocks, the inner and the outer thighs and above the knees. It really gives a quick boost so that patients could immediately go to a pool party the next day and look their best.

What are other 'quick fixes' people are requesting as they start to socialize again? It's now wedding season and people are having other types of events that they missed out on—and June and July are going to be filled with bigger events—so people are looking for quick fixes on the face. And one of the more popular treatments that we're doing now, which is similar to injectables, is a procedure called Aqua Gold. It is a microneedling device where we put a slurry of very dilute amounts of Botox and hyaluronic acid filler with a micro-gold needle into the very superficial layers of the skin. By doing this, it gives a hyperhydration glow and a shrinkage of the pores—working in a different way than using Botox and fillers. So that's something that people can do about four or five days before an event, and it can give a really nice glow and sheen to the skin without having to do more laser-oriented procedures that have downtime.

What other trends are you seeing as we emerge from the pandemic? The last six months have really been filled with a lot of people doing these more downtime procedures like laser resurfacing and liposuction because people really had the downtime. Now people are kind of looking for more quick fixes. Plastic surgery is still very popular as a whole, and we're still doing the bigger procedures. But now people are looking toward things like, 'What can I do? I have a party next weekend.' And that is

really where the lower downtime procedures like the injectables are really coming back into play.

What are you most looking forward to this summer? I'm looking forward most to smiles and hugs! Contact with people I think is the thing that everyone is looking forward to—seeing people smile, seeing their expression, shaking hands and giving hugs. And I think people as a whole want to look their very best for that. People are getting back to their work routines, their social routines, their nutrition and exercise routines. People want to do everything they can to look their very best. And those were some of the more popular treatments that are going to help people do that.

We're also super excited about the office downtown, which now completes the fourth location of P Frank MD. The downtown office really elevates the brand of P Frank MD to another level, not only reaching a broader demographic of people but also allowing the coordination of a bespoke aesthetic healthcare experience, where I now oversee a large group of healthcare professionals, nurses, physicians and myself to coordinate all these fabulous technologies and treatments to help people become the best version of themselves. And it's right downtown in the heart of the West Village three blocks from where I spent my younger single years, and it's going to help top off and get people ready for the Hampton season. I will be at 27 Hampton Salon in Southampton. I'll be working there Mondays throughout the summer. I'm doing injectables solely for my patients who can't make it into the city. ■

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