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Three of NYC's Top Celebrity Dermatologists Are Combining Their Practices

Drs. Patricia and Eugene Wexler will join Dr. Paul Jarrod Frank's growing practice in January.

By **James Manso** 

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Dr. Paul Jarrod Frank COURTESY

Dr. Paul Jarrod Frank, the celebrity cosmetic dermatologist, is adding two heavyweights to his growing roster of physicians.

Dr. Patricia Wexler and Dr. Eugene Wexler will join PFrankMD, effective Jan. 6, 2025. Wexler Dermatology, the husband-and-wife duo's practice, will wind down before yearend.

The duo were among the first adopters of dermatological procedures such as injectables, lasers and other modalities — experience Frank lauded in an interview.

“Dr. Wexler is one of the original celebrity dermatologists and one of the innovators of the advancements in our field for the last 40 years,” Frank said. “Like most health care providers, she is by no means ready to hang up her coat and she loves seeing her patients. She’s used to our level of excellence and support staff.”

PFrankMD has locations in New York City’s **Upper East Side** and West Village neighborhoods, respectively, as well as seasonal outposts in Miami and the Hamptons.

Frank, who spends about 40 percent of his time running the burgeoning business and the rest with patients, said the partnership and real estate expansion are direct results of increased demand.

“Like the aging population, we are growing,” Frank said. “People keep getting older, and they want to live better lives. And we’ve been able to expand with the acceptance of those needs.”

Though the landscape is rife with med spas, often with **robust private equity backing**, Frank still sees the appetite for what he’s able to offer his clientele.

“Med spas have given us a wider audience — people of all ages, skin colors and socioeconomic classes — aesthetic procedures and integrative medicine are accessible to everybody now,” he said. “The real challenge has always been to provide all these services along this broad spectrum at a high quality of care.”

PFrankMD’s offering spans esthetician facials to lasers, with the recent addition of new disciplines, too.

“We have a certified gynecologist who specializes in women’s health, a male longevity doctor who specializes in men’s health, and a vascular surgeon who specializes in vein care,” Frank said. “So many patients come several times per year, and after years of referring out, we decided to start building it within. We wanted to create a high-end, one-stop shop.”

As for his next hires, “I always joke I want to add veterinary medicine,” Frank said. “I always look for those niches in lifestyle, health care. Things that are good for our overall well-being, but also things that make us feel good about ourselves.”

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