

# RAISE YOUR PROFILE

23MD has always used the most cutting-edge of technologies. Now, with the innovative profiloplasty, the clinic boasts yet another way to restore your classic, timeless beauty

## THE WHO

Welcome to 23MD – the clinic that feels more like a luxury spa. Nestled in one of London's most exclusive postcodes, the understated contemporary exterior transports you to a world of harmony, balance and art. A place for lovers of all things aesthetically pleasing, 23MD doubles as a gallery and exhibits works from up-and-coming artists for your delight.

Led by Dr Suha Kersh, 23MD takes physical and mental wellbeing to the next level. The globally recognised and internationally educated Dr Kersh made London her home when she co-founded 23MD in 2013. Always willing to go the extra mile, she uses consultations as an opportunity to get to know you. Here is a woman who will know your needs better than you know them yourself.

## THE WHY

Famed for her 4D approach, Dr Kersh treats the face as a whole and uses a variety of methods including sculpting, volumising and lifting to achieve a fresh and healthy appearance. Championing the 'less is more' school of thought, Dr Kersh is a master mathematician when it comes to the end result; knowing exactly where to add in order to take away.

Dr Kersh assesses the general health issues of her patients before devising optimised care and treatment plans. Recognising that women need different treatments depending on their stage of life, she disavows the 'one size fits all' approach. Starting from defence and moving to offence, Dr Kersh first looks at the impact of lifestyle and hormonal changes to ensure that any tailor-made treatment suits you personally.

## THE WHAT AND THE HOW

Known for her dexterity when it comes to fillers, facials and fine-tuning the face and body, Dr Kersh has probably treated those very people you see who look fabulous for their age without looking 'done'. Not that you'd know, because she is as impeccably discreet as she is first-class at making her work look like no work at all.

Whether you're plagued by lines and wrinkles, acne or looking down in the mouth, Dr Kersh's



plethora of procedures can literally turn that frown into a smile. From simple touch-ups to total rejuvenation, no job is too big or small, which is why you'll want to know about 23MD's treatment of the moment: the profiloplasty.

Have you ever seen a photo of yourself and balked at your profile? Until recently, going under the knife was the only way to restore a taut, youthful silhouette. With her innovative profiloplasty, Dr Kersh shows that a pleasing facial appearance is so much more than just a well-shaped nose, or an angular jawline, or a strong chin. It is the overall look that counts. And the profile is the most important part of this jigsaw: how your features work in relation to each other reveals the beauty of the face.

It is a sad fact that as you age, the loss of bone and supportive tissue contributes to a drooping nose, thinner lips, weaker chin and softer jawline. Dr Kersh works in consultation with you to design a bespoke profiloplasty treatment plan (of between one and three sessions). Rather than looking at each feature

individually and making changes, she takes a global approach. After a full facial assessment using 360-degree imaging, she'll examine the relationship between your facial features to see what needs to be done to reset the button. Using non-surgical techniques and the careful use of filler, Dr Kersh can rebalance the proportions and contours of the face, correcting any imperfections to ensure each patient leaves the clinic as the most beautiful version of themselves.

Whether it's a nose correction to lift, chin contouring to straighten or slight lip plumping for fullness, Dr Kersh knows what it takes to achieve the desired outcome. Plus, the changes are instant and improve over the course of two to four weeks, although maintenance sessions are recommended to ensure lasting results. With Dr Kersh's global correction, you're guaranteed a beautifully refreshed profile that is ready to become BFFs with the camera again. Very flash indeed.