



THE JOY
OF BEING
NANCY AJRAM
"A GIRL IS
A blessing TO
HER FAMILY.
THAT'S WHAT
I'VE LEARNED
FROM life"

PROJECT
EVERYDAY
THE new rules
OF DENIM – ALL
THE STYLES
FOR all occasions

REBIRTH

New year's fashion takes a more SUSTAINABLE and INCLUSIVE approach

Featuring Stella McCartney

+
Arabia's newest curvy runway star in the making



IT TAKES TWO

In an industry where quick fixes in the form of Botox and fillers are becoming the norm, 23MD steps in to switch things up. Now well established in central London as a center of excellence for cosmetic and wellness medicine, 23MD was founded by leading cosmetic doctor Dr Suha Kersh and her husband, Dr Martin Galy, an expert in age management medicine and bio-identical hormones.

Located in the heart of Chelsea, the clinic is as elegant as its founders. The sleek reception in glossy wood and glass leads through to a plush waiting area, as welcoming as Dr Kersh herself. Her skin glows as she stands head-to-toe in a stylish designer ensemble. Dr Galy – who she met at the Royal College of Surgeons in Ireland – follows suit. "The decision to work together and provide complementary treatment from cosmetic and wellness medicine in a single clinic was our light-bulb moment," says Dr Galy. "The fit of these two disciplines cannot be overstated."

Dr Kersh hails from Palestine and grew up in Lebanon and Greece. Before switching to full-time cosmetic medicine, she specialized in pediatrics and psychiatry, allowing her to master a "light touch" injection technique and deepen her understanding of human nature and the mind. This ability to communicate and understand the motive behind her patients' needs becomes apparent during her consultations and assessments.

Every appointment with Dr Kersh is thorough. "I like to get to know my patients and understand their motives and expectations behind their visit," she explains. She begins by asking her patients to look in the mirror and highlight what they love about their appearance. "Interestingly, 99% of the time their response is focused on the attributes they don't like, rather than the ones they do." By helping her patients see their best features and how they can be enhanced, Dr Kersh can achieve a natural-looking and rejuvenated result. "That initial consultation marks the beginning of a collaboration," she says. "So it's important that we take the time to assess the patient's needs. Only by stepping into their shoes and seeing what their hopes and expectations are, can I create a personalized treatment plan that truly delivers."

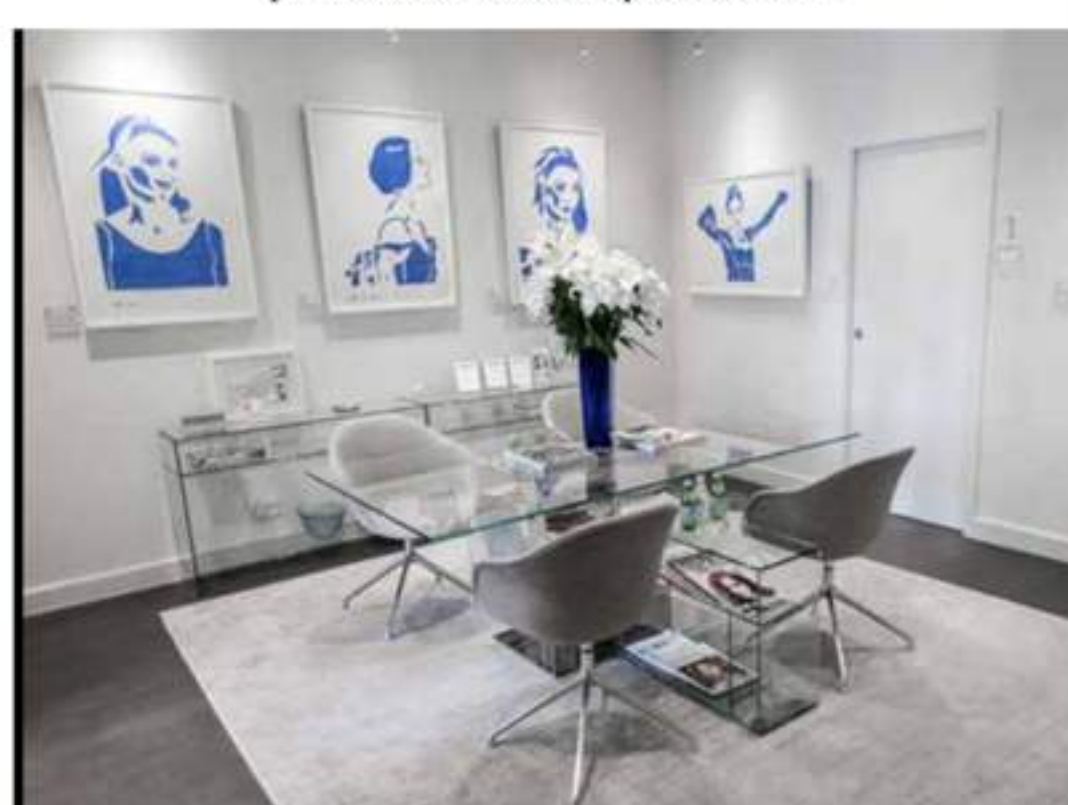
It's not just injectables that give impressive results – both doctors also believe that inner health is integral to outer beauty. Dr Galy – who comes from Syria and Lebanon and grew up in Trinidad – specializes in bio-identical hormone treatments, which are a key factor in age management, while ensuring a patient's wellbeing and ongoing health. As with Dr Kersh, every patient of his is seen as an individual, with each appointment used to create a unique treatment plan. "It's not a one-size-fits-

At 23MD in London, Dr Suha Kersh and Dr Martin Galy are pioneering a 360-approach to beauty and health by combining cosmetic and wellness medicine

all situation. It's a case of fine-tuning and working with the patient to restore them to their optimum," he explains.

What stands out most about the pair is integrity. "We don't always say yes to the newest innovation on the block," comments Dr Galy. "If it's a new treatment, it needs time to prove itself. It's crucial that we assess the results and their effectiveness before we decide to offer these treatments to our patients." The majority of their clients come to them through word-of-mouth, with many traveling across the globe for an appointment. "Middle Eastern women are naturally very beautiful. Therefore, treatments should be aimed at refreshment and maintenance, with a focus on a less-is-more approach,"

remarks Dr Kersh. With the opening of 23MD Beirut planned for spring this year in centrally located Saifi Village, soon you may not have to catch a flight London to meet the pair and their team. Watch this space. 23md.co.uk



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