Dr Martin Galy, 54, and Dr Suha Kersh, 51; set up the boutique Chelsea clinic 23MD in 2015. Dr Martin is now the guru of bio-identical Hormone Replacement Therapy, while Dr Suha is an expert in cosmetic medicine. Married since 1996, the couple live in Holland Park with their children, Serena, 21, Sam, 20, Sara, 17, and a three-year-old Cavapoo named Onyx.

HOW DID YOU MEET?
Martin: At medical school, at the Royal College of Surgeons in Dublin. I knew Suha’s brother, so I introduced myself. We’ve been together ever since.

WHEN DID YOU DECIDE TO GO INTO BUSINESS TOGETHER?
M: About six years ago. It was a big risk, but something we’ve always wanted to do – we financed it ourselves, without partners, having never run a business before.
S: Locating out of Harley Street was key. I knew that accessing Harley Street was frustrating for many of the patients coming to see us, and above all, we wanted 23MD to be accessible. It took us two years to find the space on Elystan Street, but it ticked all the boxes – it’s pleasant, convenient and private.

DO YOU TRY OUT THE TREATMENTS YOURSELF?
S: Always – I don’t roll anything out until I’ve tried them and monitored the real effect

WHAT ARE YOUR DAILY SKINCARE SECRETS?
S: I have dry skin so I use a Vitamin C serum in the morning and an antioxidant one at night with a nourishing moisturiser. I swear by iS Clinical products, which is why we stock them inside-out integrated approach.
M: We’ve always worked holistically. Combining the very best therapies, rather than relying on trends, is how we achieve long-lasting results.

WHAT’S THE RATIO OF FEMALE-TO-MALE PATIENTS?
M: Many of our patients don’t realise that men can also benefit from hormone-balancing. I always use myself as an example. I reached burn-out in my late thirties, but even as a doctor, I didn’t know that my hormones were the root cause. When I finally addressed the issue, it was life-changing. I felt younger at the age of 42 than I had five years earlier. It’s extremely rewarding for me when I help my patients come through a similar experience.

THE MOST GLAMOROUS PART OF YOUR JOB?
M: Our aesthetics and medical conferences are held internationally in places like Monaco and Paris. It’s a great excuse to visit these buzzy, beautiful cities.
S: For me, it’s our patients – they bring excitement and glamour to my clinic!

DO YOU SUPPORT A CHARITABLE CAUSE?
S: We support several charities, including Give A Child A Toy. What they do is close to my heart.

WHAT’S NEXT FOR 23MD?
M: We will be launching the 23MD Medical Scholarship Programme which in 2020 will disperse its first award. This is a very exciting development for our business, aimed at encouraging younger doctors into this new area of personalised medicine.

TELL US SOMETHING SURPRISING ABOUT YOUR WORK
S: Before starting any treatment, I always ask my patients: ‘What do you love about your face?’ – and 95 per cent can’t answer that simple question, maybe because people become fixated with what’s wrong and forget what is beautiful about themselves. Once we identify their positive features, I design a plan that aims to refresh, restore and enhance these natural features. It’s always exciting for me to see patients get excited at the end of their treatment when their real personality shines through.
M: Many of our patients don’t realise that men can also benefit from hormone-balancing. I always use myself as an example. I reached burn-out in my late thirties, but even as a doctor, I didn’t know that my hormones were the root cause. When I finally addressed the issue, it was life-changing. I felt younger at the age of 42 than I had five years earlier. It’s extremely rewarding for me when I help my patients come through a similar experience.

THE MEDICAL EXPERTS behind 23MD – the luxury clinic and centre of excellence with cutting-edge technologies – discuss their working ethos

"Treatments don’t get rolled out unless I’ve tried them and monitored the real effect"
Dr Suha Kersh

WHAT’S IT LIKE WORKING TOGETHER?
M: Martin and I work on separate floors, so we don’t see one another a huge amount – though the treatments that we offer are very complementary. Patients often start upstairs with me, before heading downstairs for a consultation with Martin, or a facial with one of our aestheticians. Our patients love this inside-out integrated approach.
S: Many of our patients don’t realise that men can also benefit from hormone-balancing. I always use myself as an example. I reached burn-out in my late thirties, but even as a doctor, I didn’t know that my hormones were the root cause. When I finally addressed the issue, it was life-changing. I felt younger at the age of 42 than I had five years earlier. It’s extremely rewarding for me when I help my patients come through a similar experience.

WHAT’S THE AVERAGE AGE OF YOUR PATIENTS?
M: We also like to eat out. Assaggi, or Casa Cruz in Notting Hill – the blackened chicken and mashed corn are firm favourites. And we always bump into people we know at China Tang.

WHAT’S THE RATIO OF FEMALE-TO-MALE PATIENTS?
M: Many of our patients don’t realise that men can also benefit from hormone-balancing. I always use myself as an example. I reached burn-out in my late thirties, but even as a doctor, I didn’t know that my hormones were the root cause. When I finally addressed the issue, it was life-changing. I felt younger at the age of 42 than I had five years earlier. It’s extremely rewarding for me when I help my patients come through a similar experience.

WHAT’S NEXT FOR 23MD?
S: In mid-2019, we are very excited to be opening our second clinic in Beirut. We will still be based in London but we plan to visit the new space frequently, and will train the right people to look after our patients when we can’t be there. M: We will also be launching the 23MD Medical Scholarship Programme which in 2020 will disperse its first award. This is a very exciting development for our business, aimed at encouraging younger doctors into this new area of personalised medicine.