

TATTLER[®]



BEAUTY & COSMETIC
SURGERY GUIDE 2025



Expertly said...

23MD co-founders Dr Suha Kersh and Dr Martin Galy answer Tatler's questions, including the latest on regenerative care, hormone balancing and dermal fillers

What are patients seeking today?

Dr Galy: Patients are seeking personalised solutions that address their physical and emotional wellbeing. They want treatments that focus on longevity, balance and improved quality of life. They're drawn to integrative approaches, such as combining hormone optimisation with regenerative therapies, which provide sustainable, long-term results rather than quick fixes.

What are the top three concerns for patients?

Dr Kersh: Anti ageing and restoring vitality to the skin is a top concern. Fine lines, skin laxity and volume loss are a key focus. I address ageing skin with a comprehensive approach that includes both preventative and corrective solutions.

Achieving the natural look is important too – results that enhance beauty without looking “done”. I try to strike the perfect balance between art and science, ensuring each patient looks refreshed and natural. I emphasise subtle refinements that harmonise with the individual's facial structure and personal identity.

Regenerative care represents a paradigm shift, focusing on enhancing the skin's biology rather than just masking imperfections. I have developed a passion for regenerative medicine. Patients seek treatments that not only deliver immediate results, but also stimulate the body's natural ability to repair and rejuvenate.

Where does hormone replacement therapy fit?

Dr Galy: Bioidentical hormone replacement therapy (BHRT) is often the cornerstone of our approach at 23MD. By addressing hormonal imbalances early, we're able to create a strong foundation for other regenerative and aesthetic treatments. Whether it's for menopause, andropause for older patients, or treating PCOS or oestrogen dominance in younger patients, BHRT plays a vital role in enhancing energy levels, sleep, libido and skin quality.

What is the secret to 'regenerating' the skin?

Dr Kersh: It's all about stimulating the body's natural repair mechanisms; the key lies in synergy – combining cutting-edge science with personalised care. Treatments such as fractional microneedling paired with polynucleotides harness the body's natural healing processes, encouraging collagen production to improve elasticity and restore lost volume. Pairing these with hydration and advanced skin boosters ensures holistic and lasting rejuvenation. Every patient is unique – we tailor treatments to individual needs for optimal, personalised results.

Do you see a difference between your clinics?

Dr Galy: In London, patients tend to be more familiar with BHRT, but in Dubai they need reassurance about the safety and benefits. But that's rapidly changing as we drive awareness.

Which regenerative products yield results?

Dr Kersh: Regenerative treatments such as polynucleotides and skin boosters are delivering outstanding results. Polynucleotides have become a game-changer in skin regeneration, offering remarkable benefits for revitalising and restoring the skin's natural health. Our favourite treatment is the polynucleotide facelift: combining polynucleotides with energy-based devices such as BTL's Exion and EMFace. These treatments transform how we approach skin rejuvenation, and the results speak for themselves.

How does hormone replacement therapy help?

Dr Galy: HRT provides a transformative effect by addressing core imbalances. Physically, HRT revitalises energy levels, enhances metabolism,

improves skin texture, and even boosts libido. One of the most impactful benefits is in sleep quality, which plays a pivotal role in the body's ability to restore and rejuvenate. Emotionally, the impact is profound – patients report feeling like themselves again, with reduced anxiety, better sleep, and an overall sense of wellbeing.

How does hormone balancing complement the regenerative procedures?

Dr Kersh: Hormone balancing creates the perfect internal environment for regenerative treatments to work: it's like preparing the soil before planting seeds. Hormonal balance ensures the body is functioning optimally, which enhances the efficacy of treatments such as fillers, polynucleotides and light therapy. When the body is hormonally optimised, skin laxity, hydration and collagen are improved and volume loss is slowed. Overall results are more impactful and longer-lasting.

Weight-loss medications are fast gaining momentum – what results are you seeing?

Dr Galy: We're witnessing remarkable transformations, particularly for those who have struggled with weight management despite their best efforts with diet and exercise. These treatments reset the metabolism, providing the critical boost many need to kickstart their journey. When combined with personalised lifestyle coaching, tailored nutrition plans, and exercise therapy, the results can be truly life-changing. This approach has proven especially impactful for younger women managing PCOS and for middle-aged men and women dealing with weight gain associated with hormonal changes during andropause and menopause.

You are renowned for your dermal fillers – however, given the focus on a 'regenerative' approach, is there still a place for these?

Dr Kersh: Fillers are the finishing touch on a masterpiece. They're invaluable for restoring volume, enhancing facial harmony, and creating balance. With the rise of regenerative treatments, we now focus on improving the underlying skin quality and structure first, using treatments like polynucleotides or collagen-stimulating therapies. These improve hydration, elasticity, and skin density.

What does 2025 have in store for 23MD?

Dr Galy & Dr Kersh: Our goal is to position 23MD as a global leader in holistic health and regenerative medicine, while maintaining our commitment to personalised patient care.