

SHERBER



RAD

SHERBER
+
RAD

1101 15TH ST, NW, SUITE 100
WASHINGTON, DC 20005-5002

MAIN 202.517.7299 FAX 202.517.7444

CONTACT@SHERBERANDRAD.COM

WWW.SHERBERANDRAD.COM





OUR CONCEPT

EXPERTISE
+
PRIVACY
+
THE LUXURY OF TIME

SHERBER+RAD is DC's premier destination for medical and surgical aesthetics, skin care and makeup artistry.

Our patients and clients seek out our private environment as the only true luxury beauty destination in Washington.

In a busy metropolis, the convenience of a single destination for all patients' and clients' aesthetic needs confers the luxury of time.



THE DOCTORS

NOËLLE S. SHERBER, M.D., F.A.A.D.

is a Harvard educated, Johns Hopkins
trained board certified dermatologist

+

ARIEL N. RAD, M.D., PH.D.

is a Princeton and Duke educated,
Johns Hopkins trained board certified
plastic and reconstructive surgeon

Drs. Sherber and Rad have decades of combined
experience and have treated thousands of patients.

They married in 2011 and after 4 years of search,
design and construction they opened
SHERBER+RAD in July 2014.

THE BOUTIQUE



OURS IS THE FIRST BOUTIQUE TO FEATURE THE WORLD'S MOST ELITE PRODUCTS IN SKINCARE, COSMETICS AND HAIRCARE IN A SINGLE DESTINATION

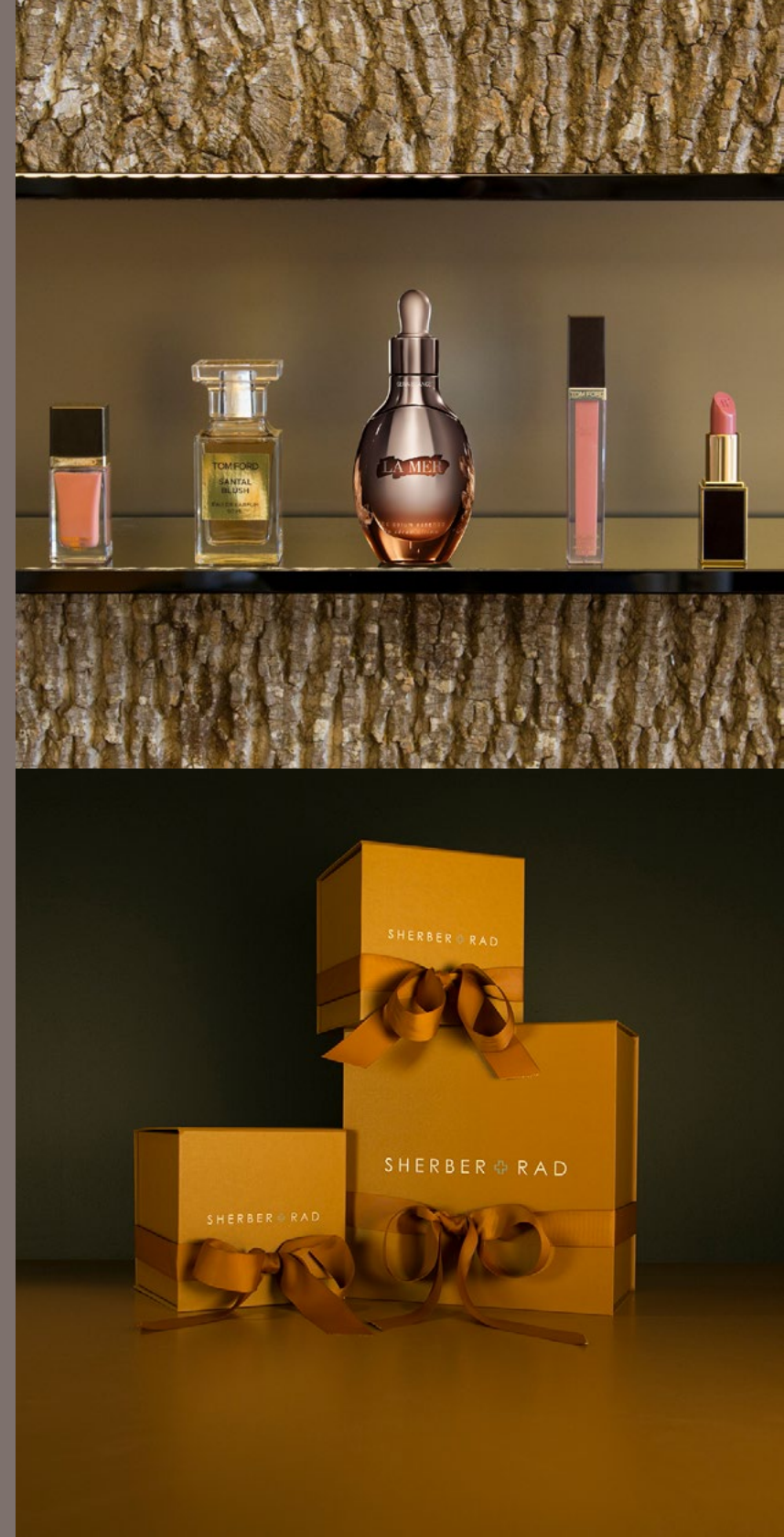




The collections are carefully selected, assembled and continually updated for their high quality and results-oriented ingredients by our founding board certified dermatologist and our founding board certified plastic surgeon.

We focus on the patient and client experience. Our highly trained staff are experts in product knowledge and service and will customize beauty recommendations for each patient and each client.

Customized collections and ready-wrapped gifts can be ordered for same day delivery anywhere in DC, or for ground shipment or expedited shipment.



BRANDS INCLUDE


3LAB	USA
CAUDALIE	FRANCE
ELURE	USA
EVE LOM	ENGLAND
FOREO	SWEDEN
INDIE LEE	USA
JABONERIA MARIANELLA	VENEZUELA
JAMES READ TAN	ENGLAND
JAN MARINI	USA
KAHINA	MOROCCO
LA MER	USA
MAY LINDSTROM	USA
MILK & CO. BABY	AUSTRALIA
NATURA BISSÉ	SPAIN
ODACITÉ	USA
REN	ENGLAND
SHOW BEAUTY	ENGLAND
SK-II	JAPAN
SOLEIL TOUJOURS	USA
TOM FORD BEAUTY	USA
VERSO	SWEDEN




THE TREATMENT EXPERIENCE

WE ARE FOCUSED ON THE PRIVACY AND COMFORT
OF OUR PATIENTS AND OUR CLIENTS





Each patient or client preparing for a consultation, dermatologic skin treatment, minor surgical procedure, or makeup application, is given a private, spacious cabana for the duration of his or her visit.



Additionally, there is a separate inside entrance which can be secured for clients who require the highest level of privacy. Taking inspiration from retreats in Europe, these are innovations in the medical sphere.



AESTHETIC
+
MEDICAL
SERVICES

WE ARE DC'S ONLY HYBRID
AESTHETIC AND MEDICAL
DERMATOLOGY AND
PLASTIC SURGERY PRACTICE

Time is scarce and precious.
Our expertise in dermatology,
plastic surgery, skincare and makeup
are full spectrum, interactive and all
in one destination. This means that a
patient saves a great amount of time,
and also receives the best possible
and most coordinated care.

DR. SHERBER'S AND DR. RAD'S
COLLABORATIVE CARE IS
UNHURRIED AND CAREFULLY
TAILORED TO YOUR OBJECTIVES





DERMATOLOGY

Dr. Sherber is proud to practice all of medical dermatology while emphasizing aesthetic care. Targeted treatments can be combined to effect rapid improvements with minimal to no social downtime, and include:

- laser treatments for skin rejuvenation
- +
- injectable dermal fillers for restoration of facial volume and contours
- +
- Botox for line smoothing
- +
- sclerotherapy for spider veins
- +
- skin cancer screening and treatment
- +
- pediatric skin conditions

PLASTIC SURGERY

Together Drs. Sherber and Rad collaborate to assist their patients to achieve balanced, nuanced and harmonious results. Dr. Rad performs the full spectrum of aesthetic procedures including in-office lifts under local anesthesia which can involve minimal downtime, and include:

- facial fat grafting for permanent restoration of facial volume and contours
- +
- subtle surgical face, eyelid and eyebrow lifts
- +
- surgical frown line reduction
- +
- skin cancer removal
- +
- microsurgery



PRE-SURGERY

6 MONTHS
POST-SURGERY

2 YEARS
POST-SURGERY




BEAUTY SERVICES

FROM PHYSICIAN-DIRECTED FACIALS
TO WASHINGTON'S BEST IN MAKEUP ARTISTRY,
WE DELIVER BEAUTIFUL RESULTS

MAKEUP BY
ENRIQUE VALENTINO



A close-up, high-angle portrait of a woman's face, focusing on her eyes and lips. She has light-colored eyes and is wearing a shimmering, metallic gold lipstick. Her skin has a subtle, radiant glow. The background is dark, making her features stand out.

IN THE HEART OF WASHINGTON, DC
SHERBER+RAD
BRINGS TO THE NATION'S CAPITAL
THE WORLD'S MOST EXQUISITE
MAKEUP AND FRAGRANCE BRAND
TOM FORD BEAUTY

**TOM FORD
BEAUTY**



PROFESSIONAL MAKEUP ARTISTRY

We offer exquisite personalized attention and sophisticated makeup artistry unmatched in the Washington area. With exclusive access to the latest color cosmetics from TOM FORD BEAUTY, we create modern glamour adapted to each client's wishes for a subtle enhancement or a powerfully bold look, and specialize in high definition techniques for media appearances.

Enrique Valentino, our Makeup Artist in Residence, is available for appointments in the boutique, in our private makeup studio, and on location.

MEDICAL GRADE FACIALS

SHERBER+RAD OFFERS INNOVATIVE FACIAL SKIN CARE TREATMENTS USING COMBINATIONS OF PRODUCTS AND PHYSICIAN-DIRECTED THERAPIES NOT AVAILABLE ELSEWHERE

We bring premier international facialists in for exclusive seasonal events and our protocols have been implemented internationally by brands that we include in our treatments.

Treatments feature skin type-specific combinations of:

- deep cleansing
- +
- antioxidant enriched physician-strength chemical peels
- +
- ultrasonic crystal-free microdermabrasion
- +
- sonophoresis infusion of hydration and vitamins
- +
- microcurrent lifting
- +
- LED therapy



PRESTIGE PRESS

DRS. SHERBER AND RAD ARE RECOGNIZED EXPERTS IN THEIR FIELDS AND HAVE BEEN FEATURED ON TELEVISION AND IN THE PRESS

International publications in which they are featured include:

- VOGUE
- INSTYLE
- ELLE
- MARIE CLAIRE
- GLAMOUR
- WOMEN'S HEALTH
- REAL SIMPLE
- TEEN VOGUE
- SELF
- REDBOOK
- HEALTH
- MARTHA STEWART LIVING
- DC MODERN LUXURY
- CAPITOL FILE
- THE WASHINGTON POST

AS SEEN IN

DC

[NOW IN DC]



DOCTOR, MY EYES Drs. Noelle Sherber and Ariel Rad have just opened a new downtown space for cutting-edge dermatology and plastic surgery.

FACE TIME

REFRESHER COURSE

By Katie Bianco | Photography by Greg Powers

Drs. **Noëlle Sherber** and **Ariel Rad** have been discreetly refreshing the faces of DC's high-profile power players for years, and now the dermatologist and plastic surgeon, respectively, have opened a Shangri-La of skincare downtown. Unveiled late this summer, **Sherber + Rad** offers a carefully customized experience, says Rad, with cutting-edge treatments in both dermatology and plastic surgery—plus an in-house facialist and makeup artist—all under one roof. "I think Washington has been clamoring for this level of service in a single location," says Rad. The sleek space was designed with luxury and, more importantly, discretion in mind.

Clients are quickly ushered into private cabanas where they can relax and recover pre- and post-treatment, never seeing another soul. A back entrance is also available for an extra layer of confidentiality (Sherber and Rad won't name names, but will say they have clients who arrive with security details). The back entrance, however, bypasses the Sherber + Rad storefront, which features a carefully curated mix of exclusive skincare products, including Eve Lom, 3Lab and SK-II. "People would always say they just wanted to look into our medicine cabinets," says Sherber. "Well, here it is." *Skincare treatments \$175-\$870, 1101 15th St. NW, 202.600.9977, sherberandrad.com*

The Washington Post
Style

MONDAY, JULY 14, 2014



Skin in the game

When D.C.'s power players need a fresher face, these nip/tuck spec

BY ROXANNE ROBERTS

Summertime, and the living is easy: backyard barbecues, beach books, plastic surgery. It's the worst-kept secret in Washington. Plenty of those glowing faces returning from vacation are the result of a doctor, not a few days off. Summer, especially in an election year, is prime time for nips, tucks and other cosmetic fine tuning.

It's vanity, but a specific Washington kind of vanity. No one's trying to look younger for many politicians, their age is a matter of public record. Power brokers in the national capital want to look like themselves, but rested, most attractive version of themselves. The ultimate goal, as one satisfied customer says, is to look "relevant."

"Patients come to us and say, 'People saying I look tired or upset, when actually not feeling those emotions at all,'" explains plastic surgeon Ariel Rad. The problem?



MICHELLE OBAMA
HOW THE FIRST LADY AND THE PRESIDENT ARE INSPIRING AMERICA



AFTER BURN
AS YOU EMERGE FROM WINTER, SKIN IS PARTICULARLY SUSCEPTIBLE TO SUNBURN. EVE CONANT REPORTS ON WAYS TO CONTROL THE DAMAGE.

It's not like I didn't try: My beach bag was a carefully assembled assortment of bottles, sprays, and sticks pledging to be waterproof, sweat-resistant, strategically protective against the sun, and all-out foolproof. So much so that when I stepped on my little family's pristine skin, we could have performed a mime act. But in prepping for our first surfing lesson in the gentle blue waves off Barbados, I had to stash my supplies up on a steep cliff, safely away from the crashing surf yet easily accessible for when we, two hours went by without our sunbathing. By sunset, our bangles were a burnt red. I could practically see the future dark spots and wrinkles spreading across my face—not to mention I burned. I probably put us all at greater risk for melanoma. There's a lot of sun in the tropics, and the sun is a powerful ally.

MODERN LUXURY



NOW IN DC

FANTASTIC FORD
Sherber + Rad will offer the full line of Tom Ford cosmetics (Eye Color Quad, \$80).



LA DOLCE VENETIAN Tom Ford's Private Blend Fragrance collection includes Venetian Bergamot (\$0 mL for \$220).

BEAUTY BUZZ

ABOUT FACE

Sherber + Rad—the eponymous dermatology and plastic surgery practice and boutique opened by Drs. Noelle Sherber and Ariel Rad—has been a go-to destination for beauty product exclusives since opening its doors last year. This winter, the doctors give their clients yet another reason to shop the skincare oasis. Sherber + Rad is now the exclusive carrier in downtown DC of Tom Ford Beauty; look for the full line of cosmetics, as well as the label's Private Blend fragrances and its signature Black Orchid fragrance. Shop in store or schedule a consultation with S+R's makeup artist-in-residence (and Tom Ford Beauty alum), Enrique Valentino, before your next holiday party. *Cosmetics \$36-\$95, fragrances \$115-\$535, 1101 15th St. NW, Ste. 100, 202.517.7299, sherberandrad.com*—KB



EMBELLISHMENTS

SHERBER+RAD'S CUSTOMIZED OFFERINGS PROVIDE A SEAMLESS EXTENSION OF THE LUXURY EXPERIENCE FOR REGIONAL AND INTERNATIONAL GUESTS

Special arrangements for guests can be made, including:

- on-site private events
- +
- off-site makeup services
- +
- monthly boutique events
- +
- seasonally updated private or group masterclasses in aesthetics, skincare and makeup artistry
- +
- consultative medical and aesthetic appointments sometimes available on short notice



SHERBER + RAD

MODERN AESTHETICS + THE LUXURY OF TIME

SHERBER
+
RAD

1101 15TH ST, NW, SUITE 100
WASHINGTON, DC 20005-5002

MAIN 202.517.7299 FAX 202.517.7444

CONTACT@SHERBERANDRAD.COM

WWW.SHERBERANDRAD.COM