

SHERBER



RAD

SHERBER  
+  
RAD

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## 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  
CAUDALIE  
ELURE  
EVE LOM  
FOREO  
INDIE LEE  
JABONERIA MARIANELLA  
JAMES READ TAN  
JAN MARINI  
KAHINA  
LA MER  
MILK & CO. BABY  
NATURA BISSÉ  
ODACITÉ  
REN  
SHOW BEAUTY  
SK-II  
SOLEIL TOUJOURS  
TOM FORD BEAUTY  
VERSO

USA  
FRANCE  
USA  
ENGLAND  
SWEDEN  
USA  
VENEZUELA  
ENGLAND  
USA  
MOROCCO  
USA  
AUSTRALIA  
SPAIN  
USA  
ENGLAND  
ENGLAND  
JAPAN  
USA  
USA  
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.

DRS. SHERBER'S AND 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

# PLASTIC SURGERY

Together Drs. Sherber and Rad collaborate to assist their patients to achieve balanced, nuanced and harmonious results. In-office surgical procedures are performed under local anesthesia, 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



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



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.



# 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?



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



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MODERN AESTHETICS + THE LUXURY OF TIME

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