

# Cosmetic Injectables Center

**Sherly Soleiman, MD, Owner**

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**D**r. Sherly Soleiman earned her medical degree at Loma Linda University and opened her practice, Cosmetic Injectables Center, in 2009. She teaches for Allergan (the company that makes Botox, Juvederm, Voluma and Kybella)—helping other doctors and nurses improve their cosmetic injection techniques.

### What sets you apart from other offices and medical spas?

“I am 100% hands-on at the office and have dedicated my entire career to the field. I not only oversee our entire team, but I also regularly see patients myself and am involved in the everyday decision-making of the office. Since we do not offer cosmetic surgery or medical dermatology, we can contribute all of our time and focus on cosmetic injectables.”

### How do you stay updated in your field?

“All of our staff, including our nurses and myself, regularly meet and discuss topics such as safety; facial proportion assessment; injection techniques and their pros and cons; and the best methods to achieve a natural result for each unique face, shape and feature. We each know many different methods for each procedure, so we know the right one to use for the right person. We attend conferences, seminars and meetings to continuously expand our knowledge in the field.”

### How do you maintain this consistency of care between the different injectors?

“Our patients and staff each have a strong voice in the way we function. We value feedback, both negative and positive, and work hard to communicate and implement changes to improve our services on an ongoing basis. We watch each other inject whenever we have downtime and discuss our approaches regularly with each other to develop this consistency. Our record-keeping is also unified so that we can recreate the exact same treatment next time—no matter which injector does the treatment.”

### Have there been any recent changes in your practice?

“Yes! We’ve expanded to accommodate the demand! We now have four injectors and are open after hours. We also have more front desk personnel, so patients can take their time asking questions by phone or in person. We are also active on social media such as

Instagram and Facebook, so patients can get to know us better, see the different procedures we offer and get an idea of what to expect when they come in.”

### Why do patients choose Cosmetic Injectables Center?

“Most of our patients tell us that it’s because we specialize in the field and our results are natural. We’ve also had a lot of positive feedback about our wonderful front desk staff and the genuine care from our incredible master injectors. We are grateful to our patients for recognizing our efforts and helping us maintain a 5/5 star Yelp and Google review over the past 10 years.”

### What can a first-time client expect?

“The typical first-time client is one who’s rightfully nervous. He/she wants to make sure that injectables are safe, the results will be natural, the process is comfortable and that they can afford to continue it as maintenance. It’s important for them that their injector hears and understands them so they get the exact results they want—not more and not less. Patients also feel an extra layer of reassurance when they learn that most of the fillers we use are instantly reversible.

We can relate to that because the tables turn when we get treatments ourselves! We understand the vulnerable feeling when someone else is in control of the outcome. But with the culture of trust we’ve created at our office—along with our vast experience and focus on injectables—we make it comfortable and easy for patients to receive the care we would want for ourselves.

They want to be heard and understood ... to be informed and not told ... to be able to participate in the decision-making and get as little as a drop or as much as safety and proportion allows. After all, the patient is the one who will be looking in the mirror every day and should like what she sees.”

### Do you treat men too?

“A common misunderstanding for men is that this field isn’t ‘for them.’ But when they see the results on a friend, they usually realize how helpful it can be to look less tired, less angry and more approachable and happy. Another myth is that they might ‘look feminine.’ In reality, when done correctly fillers can be used to make men look more masculine with a stronger jawline and angular facial features. There has been so much growth in the percentage of men coming into our office the last few years.”

