



**SHERLY M. SOLEIMAN, MD,
COSMETIC INJECTABLES**

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Dr. Sherly Soleiman, mother of three, always wanted to become a physician since she was a young child. She earned her medical degree at Loma Linda University School of Medicine in California and became board-certified after completing a three-year residency program at University of Irvine, California. Over the last 14 years, she has worked in surgical and medical urgent care settings, as well as performing cosmetic injectables such as BOTOX®, Dysport® and fillers (i.e., Restylane®, JUVÉDERM®, RADIESSE®) at her own office in Encino. She chose to focus on cosmetic injectable procedures when a filler injection performed on her went wrong. “I had a dark hue under my eyes for months! I just knew that with my background in urgent care, I had the medical skills and the coordination with my hands to do it better,” says Dr. Soleiman.

WHAT IS YOUR TACTIC IN GROWING YOUR BUSINESS?

“I believe in honesty, kindness and hard work—those are the secrets to my growth and success. If I’m uncomfortable with something, or if a patient doesn’t need a procedure, I’m the first to let them know. At times that works against me, but the trust and comfort that brings to my relationships with my patients is well worth that

sacrifice. I also make sure to use every possible technique available to increase comfort and decrease pain and bruising during procedures. I have played the roles of both patient and physician myself, and that definitely helps me see it from both ends.”

HOW DO YOU STAY ON TOP OF THINGS IN YOUR BUSINESS?

“In addition to completing continuing education requirements to maintain my board and licensing certifications, I enjoy mentoring and being mentored in procedures frequently. I also like to take classes such as art and sculpting, which may not have a direct relationship to the medical field but definitely help and support my skills in procedures.”

WHO IS YOUR TARGET CLIENT?

“The every-day person. We all want to look our best, receive the absolute best quality of care, be treated with friendly and personable customer service, and be presented with reasonable prices.”

**“IT FEELS GREAT TO KNOW I’M MAKING
A DIFFERENCE IN SOMEONE’S LIFE,
FOR THE BETTER.”**

AS SEEN IN
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