

MODERN LUXURY SPOTLIGHT

## INNOVATION IN MEDICINE



## MICHELLE LEE, MD

"My passion in life is to create beauty and empower people to feel their most confident self," says board-certified and Harvard-trained plastic surgeon Dr. Michelle Lee. She is a Castle Connolly Top Doctor whose many achievements include starring on E! Entertainment's Dr. 90210, opening a new state-of-the-art office in Beverly Hills and publishing cutting-edge research. "When patients see themselves after surgery and tell me what they see in the mirror now matches how they feel on the inside, it brings so much joy to me and my team."

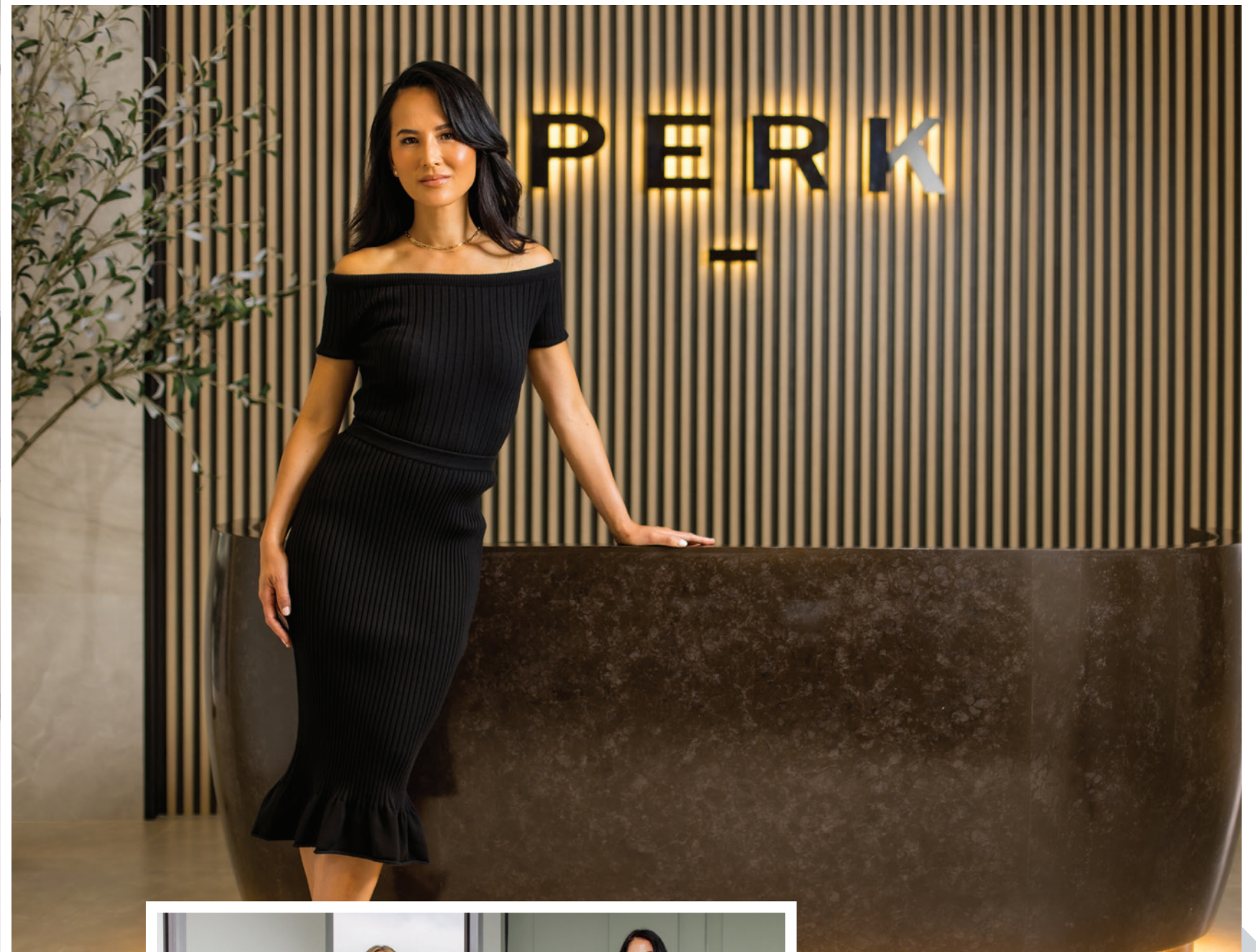
Listening to her patients' needs, staying current on emerging technologies and working synergistically with the body's healing potential, Dr. Lee is constantly honing the craft of facial rejuvenation surgery to help patients achieve more natural results with smaller scars and less recovery time. "Clients want to look like a youthful version of themselves without looking like a different person. Innovation isn't just about keeping up with the latest trends, but about pushing the boundaries of what's possible while ensuring patient safety."

Dr. Lee's continual desire to evolve is a cornerstone of her success. "I never think I have arrived or this is as good as it's going to get," she

says. "Once you rest on your laurels or feel like you are at your apex, you stop growing. Every member of my team has this same mindset and because of this, we are constantly improving to provide the best experience and results possible for our patients."

A recent focus includes expanding the nonsurgical side of facial rejuvenation. Dr. Lee has added skin-care and injectables specialist Courtney Coons, FNP-BC to her team to accommodate her growing client needs. PERK Plastic Surgery offers treatments with minimal downtime yet transformative results. Dr. Lee's latest innovation is the PERK BioFacial, a regenerative treatment that lifts the skin with no down time. This facial is customized to each patient's unique needs and it's hero technology is Sofwave. In addition to the nonsurgical options, she developed PERK POTIONS by Dr. Michelle Lee®—a luxury medical grade skincare collection.

"Every touchpoint of the patient experience has been meticulously curated," says Dr. Lee, a practitioner of medicine and gratitude. "It's all about the mindset. Come from a place of beauty, positivity and abundance."



PHOTOGRAPHY BY PERK PLASTIC SURGERY



**PERK PLASTIC SURGERY**  
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