

Under the skinfluence

After a lifelong battle with bad skin and disappointing aesthetic options, Sharin Shafer founded innovative clinic, Skinfluencer

'I HAVE SEEN THE WORLD'S LEADING dermatologists and have visited the most esteemed clinics in London, LA, NYC, Houston, Dubai, and Paris,' says Sharin Shafer, 'but I was never happy with my results or the overall service.' That's what led the business magnate and member of Texas high society to step away from the corporate world and start her own aesthetics brand, which now has a flagship clinic in the heart of London's Chelsea – and a unique concept at its core.

The name of this exclusive destination, which is already creating ripples of excitement within the industry, is Skinfluencer, which is indicative of how its protocols use fluence (laser energy) to transform the skin at cellular level. To live up to its name, Skinfluencer offers advanced non-surgical aesthetic techniques backed by cutting-edge science and technology, and delivered by world-class aesthetic doctors and therapists. Crucially, it offers these

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medical-grade treatments (and glorious results) in a uniquely luxurious boutique setting – think Harley Street clinic meets divine health spa, combined with the heritage of a haute couture maison. 'I think heritage fashion brands get it right,' says Shafer. 'Brands such as Dior and Hermès represent quality, luxury, and longevity, yet they always remain relevant and fresh. I have the same vision for Skinfluencer – to be that trusted heritage brand within the aesthetics industry that represents uncompromising quality in every aspect of our business.'

The key USP of Skinfluencer's dazzling treatment menu is that each protocol has been created by combining and layering the energies (such as radiofrequency, ultrasound and light) from different platforms or techniques to create a bespoke treatment that transforms skin at a cellular level. The clinic's ability to treat a vast array of skin concerns is in part thanks to its line-up of the latest hero technologies, including the Cutera Enlighten

III, the Fotona Dynamis Pro, the Cutera Secret RF, Cutera XEO Limelight, Ultraformer III and Zeltique CoolSculpting, a winning collection that few other clinics can match.

Despite their cute, quirky names (like 'Glow Baby Glow' and 'Pucker Up'), the carefully curated protocols deliver results that push the boundaries of what's possible to achieve with aesthetic treatment. 'Under the Skinfluence' is designed to address overall tone, texture and laxity by harnessing multi-model energies from the Fotona Dynamis Pro and Cutera Enlighten III machines and enhancing results with a cocktail of nutrient-rich serums and masques. Laser energies are delivered at different depths to stimulate the production of collagen and elastin to repair the lattice work that supports the skin. Another standout treatment is 'Shatter My Melasma', which treats this stubborn chronic condition with a nanosecond laser that breaks up surface pigment. Once this has been achieved, laser energy is further utilised to open microchannels in the skin so that active ingredients can be pushed to its deeper layers to suppress pigment.

Every treatment is delivered by a member of Skinfluencer's expert team. Global leaders in their fields, each member of the in-house team has a minimum of 15 years of experience and extensive training, including the intensive 'Skinfluencer-U' training programme for the bespoke protocols on offer. It's time to get under the Skinfluence!



Sharin Shafer

*Skinfluencer, 307 Fulham Road, London, Chelsea, SW10 9QH
Telephone 020 7352 3575 or visit skin-fluencer.com @skinfluencer.official*