

SPECIAL ADVERTISING SECTION



ANNIE CHIU, MD, DERMATOLOGIST AND BEAUTIFIER

MURAD INCLUSIVE HEALTH MEDICAL GROUP 2141 Rosecrans Avenue, Suite 6100 in El Segundo 310-335-1700
□ anniechiumd.com

A results-driven approach to skincare and cuttingedge advanced technique cosmetic procedures is what board-certified dermatologist Dr. Annie Chiu offers her patients at Murad Inclusive Health Medical Group. Dr. Chiu's services range from cosmetic procedures to general dermatology. Dr. Chiu attended medical school at Stanford University and completed her dermatology residency at Emory University. Before joining Murad two years ago, she worked as a dermatologist at Cedars-Sinai Medical Group. Dr Chiu gives lectures and teaches advanced cosmetic procedures and techniques throughout the country, leading numerous committees and taskforces for both the American Academy of Dermatology and the Women's Dermatologic Society.

WHAT WOULD YOU LIKE POTENTIAL PATIENTS TO KNOW ABOUT YOU?

"I am deeply passionate about my work, and I love being able to make a difference in how patients feel about their skin and appearance, which translates into every aspect of their lives. I am a fun, relatable dermatologist-I love skincare, beauty and fashion, so I can connect with what my patients care about and want. I attend conferences globally to ensure I can offer the very best care for my patients. I take pride in surrounding myself with caring staff to provide the utmost in customer service. We strive to create an experience that makes the trip to the dermatologist something to look forward to."

WHAT IS YOUR AREA OF SPECIALTY?

"I take an artistic and subtle approach to non-surgical cosmetic rejuvenation of the skin with fillers, neurotoxins, lasers, peels and tailored cosmeceutical regimens. I strive to make patients look rejuvenated, rested and naturaltheir very best. I'm a perfectionist-I take pride in being a very well-trained, 'complete' dermatologist, providing science-based general dermatology and cosmetic services while giving my patients a comfortable environment to discuss any dermatologic or cosmetic concern."

WHAT'S ONE TREND THAT IS DEFINING **DERMATOLOGY TODAY?**

'The anti-aging field of dermatology is growing exponentially every year. There are so many new devices, fillers, non-surgical procedures and skincare products coming onto the market. My job is to understand the best options available and not push products or services onto my patients, but guide them as a physician expert. The role of a great dermatologist is helping patients navigate the many choices to achieve optimum results, not just buy into marketing or hype."