

SHOUTOUT LA

Meet Dr. Kimberly Lee | Facial Plastic and Reconstructive Surgeon

Local Stories | March 25, 2026



We had the good fortune of connecting with **Dr. Kimberly Lee** and we've shared our conversation below.

Hi Dr. Kimberly, is there something that you feel is most responsible for your success?

I would say the single most important factor behind my brand's success is trust. In facial aesthetics, patients aren't just choosing a procedure; they're choosing who they trust with their identity. The face is deeply personal. It reflects confidence, emotion, and how someone moves through the world. If patients don't feel understood, heard, and safe, nothing else matters. That trust is built on three pillars: 1) surgical judgment 2) commitment to natural results 3) experience and dedication to the highest quality of care. When patients feel cared for and love their results, they become your greatest ambassadors.



Can you give our readers an introduction to your business? Maybe you can share a bit about what you do and what sets you apart from others?

My business is a boutique facial plastic surgery practice focused exclusively on the face. That decision alone sets us apart. We don't "do everything." We don't chase trends. We focus deeply on facial balance, proportion, and natural outcomes. That specialization allows us to be incredibly intentional and refined in what we offer. What truly differentiates us, though, is our commitment to natural appearing results. In an era of overfilled faces and over-pulled facelifts, I've built my brand around preservation and harmony. My philosophy is that surgery should respect identity. Patients come to us because they want to look like themselves — just more rested, more confident, more aligned with how they feel inside. When someone says, "No one knows I had surgery, they just say I look great," that's the win.

Business-wise, it was absolutely not easy. Early on, there's a quiet phase no one talks about. You're building credibility, refining systems, reinvesting every dollar back into the practice, questioning and reflecting on every detail. There's an emotional weight to entrepreneurship in medicine — especially in aesthetics, where reputation is everything, and trust takes time to earn.

One of the biggest lessons I learned is that skill alone does not build a brand. You can be an excellent surgeon, but if you don't build infrastructure — patient experience, team culture, communication systems, financial discipline — it's hard to scale sustainably. What I'm most proud of is the culture we've built. Our team genuinely cares. Our patients feel safe and educated. We operate with transparency. We prioritize long-term relationships over transactional results. What I'm most excited about is the evolution of regenerative and preservation-focused techniques. Facial aesthetics is shifting away from aggressive change toward structural refinement and preservation, and I'm energized to see that movement happening, as it's been my philosophy.

What I want the world to know about my brand is this: We are not in the business of changing faces. We are in the business of restoring confidence — carefully, ethically, and artfully. And if there's one overarching theme in my journey, it's that longevity in this field comes from integrity. Trends fade. Reputation compounds.



If you had a friend visiting you, what are some of the local spots you'd want to take them around to?

1. The Beverly Hills Hotel (the Polo Lounge patio, if possible). It's old Hollywood in the best way. You feel the history immediately.
2. Getty Center — panoramic views
3. Drive up the PCH coast — windows down—to Nobu Malibu.
4. Morning walk on Rodeo Drive — even if you're not shopping.
5. Explore the Los Angeles County Museum of Art and the Urban Light installation.
6. Sunset at Griffith Observatory — unbeatable city views.
7. Santa Monica Beach

Beverly Hills is fun because it blends ambition with sunshine. It's polished, yes, but underneath is creativity and constant evolution. The best part isn't just the places. It's the conversations you have at those tables. That's where the real magic of LA lives.



Shoutout is all about shouting out others who you feel deserve additional recognition and exposure. Who would you like to shoutout?

No surgeon builds a successful practice alone. I would dedicate my shoutout first to my mentors —those attendings who shaped not just my technique, but my standards. In facial plastic surgery, you don't just learn how to operate; you learn how to see. You learn restraint, proportion, and humility. The surgeons who trained me taught me that the face demands respect and that surgical judgment matters more than ego. That foundation has guided every decision I make. I would also recognize my team. A high-level aesthetic practice is never about one person. From patient coordinators to nurses to surgical techs, they create the experience patients remember. They are the calm voice before surgery, the reassurance after, the follow-up call that makes someone feel truly cared for. Their consistency and compassion are a huge part of our reputation. On a broader level, I owe so much to the professional community within organizations like the American Academy of Facial Plastic and Reconstructive Surgery. Being part of a group that values education, collaboration, and continuous refinement has elevated my thinking and kept me accountable to the highest standards. And personally, I have to credit my family. Building a surgical practice requires long hours, emotional investment, and resilience. Having people who support you and believe in you — especially during the early years when growth is uncertain — makes all the difference. Success in this field is really a reflection of shared effort. My name may be on the door, but the journey has always been collective.

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