

PRESS RELEASE

45 PARK LANE WELCOMES DR ULIANA GOUT

DORCHESTER COLLECTION CONTINUES TO ELEVATE WELLNESS OFFERING WITH
EXTENDED PARTNERSHIP WITH DR ULIANA GOUT



London, February 29, 2024 – Dorchester Collection will welcome award-winning doctor in cosmetic and aesthetic treatments Dr Uliana Gout, founder of Harley Street’s London Aesthetic Medicine (LAM) Clinic, to 45 Park Lane from February 15, 2024. Following the highly successful launch at sister hotel’s The Dorchester Spa, Dr Uliana’s exceptional treatments will be available at 45 Park Lane in a LAM lux suite within the hotel.

One of Tatler’s top 50 doctors in the UK for pioneering Regenerative Aesthetics and Practitioner of the year 2022 (Aesthetic Medicine awards), Dr Gout is a world-renowned thought leader in evidence-based aesthetic medicine and will be introducing her cosmetic expertise to 45 Park Lane through an exclusive residency available within Dorchester Collection’s London hotels. Dr Gout has curated a LAM Luxe menu of cosmetic treatments, a first for 45 Park Lane, embodying the philosophy of “revealing your unique and natural beauty whilst making you look and feel your best.”

Known for her uncompromising dedication to innovation, safety and aesthetic excellence, Dr Gout's famous LAM Hyper-Personalised Consultation thoroughly explores a multitude of key factors through her unique signature approach including medical history, family history, genetic predisposition, occupation, and lifestyle habits, leading to a completely bespoke programme for her clients.

Dr Gout's unique approach is innovation-led, hyper-personalised and entirely holistic. Her philosophy is based on her signature 'LAM multi-modal and multi-layered strategy' ensuring all tissues from skin down to bone are optimally addressed using multiple treatments in each session. The thoroughness of the LAM Consultation is crucial in forming a diagnosis. Each treatment is conducted in a dedicated treatment room designed specifically for cosmetic treatments and optimised with the most innovative ingredients and high-specification devices, perfectly combined for maximum results with minimum downtime.

A menu highlight, exclusive to Dorchester Collection, is The LAM Luxe Celebrity – the ultimate combination of enhanced hydration, smoothness and tightening. The LAM Luxe Celebrity Facial infuses skin with a unique blend of pure hydrating molecules to help optimise smoothness and pore refinement. M-mode Radio Frequency is used to help tighten and enhance facial contours, followed by Dr Gout's signature LAM Exosome infusion technique to promote hydration and plump skin by delivering an Exosome cocktail deeper into the skin using Electroporation. The treatment ends with anti-inflammatory red LED and a hydrating mask for extra sparkle and glow.

The expansion of Dr Gout's partnership with Dorchester Collection will include the addition of two new treatments, available exclusively at The Dorchester and 45 Park Lane. The Ultimate 360 Cellular Activation Facial combines Exosomes and Polynucleotides, two of the most exciting molecules in global regenerative aesthetics. This is paired with the LAM powerhouse skin tightening Multipolar & Epidermal Radio Frequency, an Anti-Oxidant detoxing facial, focal T-Zone pore minimising facial, skin soothing Micro Electroporation, collagen promoting Tri-Light Emitting Diode and completed with an innovative oxygenating O2 Jet Bubble.

The Luxe Regal treatment is where Dr Gout's renowned expertise shines through in a meticulously crafted regimen of 9 powerful treatments, combining the artistry of full face, neck & décolleté rejuvenation modalities, to boost skin tightening, shaping, radiance, decongestion, skin smoothing and collagen induction. This is combined with the innovative LAM Luxe 4 Billion Exosome infusion; newly launched Polynucleotide splash; skin tightening Multipolar & Epidermal Radio Frequency; Anti-Oxidant detoxing facial; focal T-Zone pore minimising facial; Micro Electroporation and Tri-Light Emitting Diode to help boost collagen synthesis. This indulgent treatment is finished with Dr Gout's innovative O2 Jet Bubble for further rejuvenation.

Commenting on the partnership, spa director at 45 Park Lane and The Dorchester, Sally Pedder said; "We are so pleased to have Dr Uliana's world-renowned expertise and LAM's unparalleled credentials available to guests of both 45 Park Lane and The Dorchester Spa. The treatments that Dr Uliana specialises in are so

effective and unique we are delighted to be able to offer them to even more of our guests across the collection.”

Dr Uliana Gout adds, “I am thrilled to be bringing my curated LAM Luxe treatment menu to the exclusive setting of 45 Park Lane. Our philosophy of delivering innovation-led multi-modal treatments is perfectly paired with 45 Park Lane’s unprecedented and transformative approach to service. We share the same values, exceptional positioning and seamless synergy.”

Exclusive treatments at The Dorchester and 45 Park Lane start from £750 per session. To see the complete LAM Luxe menu, please visit: <https://www.dorchestercollection.com/london/45-park-lane/wellness>

To book an appointment with Dr Gout at 45 Park Lane, please contact +44 (0)20 7319 7109

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NOTES TO THE EDITORS

For further information, please visit our **PHOTO LIBRARY** and **MEDIA CENTRE** or contact:

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45 PARK LANE

45 Park Lane is a vibrant beacon of contemporary culture. An invigorating blend of art and landmark Modernist architecture in the middle of classical London.

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DORCHESTER COLLECTION

Dorchester Collection is a portfolio of the world’s foremost luxury hotels and residences. The unique properties are all legendary, with rich heritages and worldwide reputations as places offering the most sought-after experiences of good living, charm, elegance, and unparalleled standards of service.

The current portfolio includes the following hotels:

**THE DORCHESTER LONDON, 45 PARK LANE LONDON, COWORTH PARK ASCOT
LE MEURICE PARIS, HÔTEL PLAZA ATHÉNÉE PARIS, HOTEL PRINCIPE DI SAVOIA MILAN, HOTEL EDEN ROME
THE BEVERLY HILLS HOTEL BEVERLY HILLS, HOTEL BEL-AIR LOS ANGELES, THE LANA DUBAI, TOKYO (opening 2028)**

Luxury residences include:

LONDON

In partnership with Clivedale: **MAYFAIR PARK RESIDENCES**

DUBAI

In partnership with OMNIYAT: **ONE AT PALM JUMEIRAH, THE LANA RESIDENCES,
AVA AT PALM JUMEIRAH, ORLA, ORLA INFINITY, VELA, VELA VIENTO**

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