

SKIN INSTITUTE GOES ONLINE

Internationally-renowned skincare expert, cosmetic plastic surgeon and visiting Harvard Professor, Paul Banwell, has just launched his new non-surgical website, The Skin Institute (www.skininstituteuk.com). The focus is very much on skin health and highlights the relationship between skin cancer and anti-ageing cosmetic medicine.

"I wanted a cutting-edge, aspirational modern website and have worked closely with the creative web design agency, Blow Media to achieve this", explains Mr Banwell, "We are featuring some new concepts including the Cosmetic A-Z which is a constantly evolving section and will expand over time to help educate patients'. The Skin Institute also champions the exclusive Australian cosmeceutical brand, Rationale Skin Care and leads the way with the innovative concept of prescriptive chemical peels.

Mr Banwell is a familiar face on Cosmetic Courses where he heads up the chemical peel course and is actively researching the role of chemical peels in skin cancer prevention and skin rejuvenation. He will also be speaking at the Cosmetic News Expo 2010.

The screenshot shows the top portion of the Skin Institute website. At the top left is the logo 'skininstitute beautiful skin'. To the right is the phone number '0845 2600 261' and a link 'or click here to contact us'. Below the logo is a navigation menu with links for 'Home', 'Profile', 'Treatments For', 'Skin Care', 'Links', and 'Blog'. The main content area features a large image of a woman's face with the text 'SKIN INSTITUTE beautiful skin' overlaid. To the right of the image are two promotional boxes: 'DERMAL FILLERS' with a 'Play for free' button, and 'COMPLIMENTARY CONSULTATIONS' with the phone number and a 'Book an appointment' button. Below these is a 'RATIONALIE' section with an image of skincare products and a 'Click here >' link. At the bottom of the page, there is a 'Treatments by' section with a grid of categories like 'Cosmetic A-Z', 'Acne', 'Anti-ageing', 'Body Treatments', 'Chemical Peels', 'Dermabrasion', 'Facials', 'Hair Removal', 'Laser', 'Microdermabrasion', 'Non-surgical Facelift', 'Pigmentation', 'Prevention', 'Rejuvenation', 'Scars', 'Sensitivity', 'Tanning', 'Tattoo Removal', 'Treatments for Men', 'Treatments for Women', and 'Treatments for Children'. On the right side of the bottom section is a 'Register for e-newsletter' form with a 'Sign up now' button.

This screenshot shows a different view of the Skin Institute website, featuring a man's face in the main image. The layout is similar to the first screenshot, with the 'skininstitute beautiful skin' logo and phone number '0845 2600 261' at the top. The navigation menu is also present. The main content area features a large image of a man's face with the text 'SKIN INSTITUTE beautiful skin' overlaid. To the right of the image are two promotional boxes: 'CHEMICAL PEELS' with a 'Book a free peel' button, and 'CALL BACK' with a 'Alternatively click here to arrange a call back' button. Below these is a 'RATIONALIE' section with an image of skincare products and a 'Click here >' link. The bottom section contains the same 'Treatments by' grid and 'Register for e-newsletter' form as the first screenshot.