

## Launch of MyLooks® Inc. New Website

*Company reveals site with improved features to connect to the consumer.*

Florida ([PRWEB](#)) October 31, 2013 -- MyLooks® Inc., a company dedicated to providing high-quality surgical and non-surgical cosmetic services to people interested in improving their appearance, launched its new website: [www.MyLooks.com](http://www.MyLooks.com). The new design provides prospective patients with an enhanced interface and more information to better educate them about [plastic surgery](#).

"The new website design reflects the collaborative efforts of the MyLooks® Team," said Lee Zoppa, Chief Marketing Officer for MyLooks® Inc., "All of our doctors are Board Certified [plastic surgeons](#) and they each have more than 20 years of experience in their craft. We've shared a more personal side of our doctors, and supplemented that with intimate patient success stories. We hope to provide valuable and helpful information about plastic surgery to the general public."

Enhancements to the website include:

- **Improved Navigation:** A new layout allows visitors to easily locate information, learn more about cosmetic services, and view patient testimonials to assist their decision making process.
- **More Information:** Content is focused on the site to make it easier for people interested in enhancing their look to consider MyLooks® as their premier provider of cosmetic services and to fully investigate their best options.
- **New Features:** Research is made easier through patient success stories, with a larger catalog of before and after photos, patient videos, FAQ and Resource Pages and links to Doctor Profiles.

The new [MyLooks®](#) website was designed specifically to enhance overall user accessibility through various opportunities such as Click-to-Call, where consumers can more easily contact highly-qualified consultation specialists directly.

"I believe our site will enhance the user experience by providing accurate information and additional multimedia features to assist with patient research. Our goal is to help people get answers about their potential plastic surgery experience," said Zoppa, "Our website is as patient-focused and informative as are our doctors, which is what every patient wants."

The site will also be mobile-friendly for better performance on mobile devices so that users are able to browse on their smart phones, tablets, or whatever technology they choose.

### About MyLooks®

Florida-based MyLooks® is a leading provider of surgical and non-surgical cosmetic services dedicated to helping women and men achieve their personal aesthetic goals. Each MyLooks® clinic provides a high-quality total experience, including surgeons who are board certified by the American Board of Plastic Surgery, procedure customization, a safe and clean environment, patient financing, and complimentary personal consultations. More information is available at [www.MyLooks.com](http://www.MyLooks.com)



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).