



MyLooks® Inc. Launches New Television and Radio Campaigns to Support Cosmetic Practice

Company features patients' success stories to share benefits of plastic surgery.

Florida ([PRWEB](#)) November 29, 2013 -- MyLooks® Inc., a company dedicated to providing high-quality care for cosmetic surgery patients, launched its first comprehensive television ad and radio campaign across South Florida recently.

The 60 second television ad and a 60 second radio spot were aired in Boca Raton, Fort Lauderdale, Miami, Orlando, St. Petersburg and Tampa, in an effort to raise brand awareness and encourage prospective patients to visit one of the MyLooks® clinic locations for a complimentary consultation. Spanish versions of the radio campaign were aired in Fort Lauderdale and Miami respectively.

Working with Canvas Films, a Film Production Company in Fort Lauderdale, the MyLooks® television campaign features actual MyLooks® patients who have had a plastic surgery procedure with one of [MyLooks® Board Certified plastic surgeons](#). The focus for the television campaign is to share real patient testimonial footage with comparative before and after photographs of MyLooks® patients.

"We are excited to share campaigns featuring MyLooks® success stories," said Lee Zoppa, Chief Marketing Officer for MyLooks®. "Our focus for the television campaign is on women who have had a facelift, breast augmentation and what we call a '[Mommy Makeover](#)' procedure, which are the most common requests for our plastic surgeons. We hope to enlighten prospective patients by providing informative TV and radio campaigns."

With the release of targeted campaigns, MyLooks® is promoting a limited time offer and will send prospective patients a Free Information Kit with details on MyLooks® financing options, patient care and safety precautions and MyLooks® specialty procedures. MyLooks® specializes in the most popular plastic surgery treatments available today and will customize each cosmetic surgery to suit an individual patient's needs.

MyLooks® has been featured on CBS News, NBC News and Lifetime Television. The MyLooks® television commercial can be viewed at www.MyLooks.com or if you visit MyLooks® YouTube channel at www.youtube.com/MyLooksFlorida.

About MyLooks®

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



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Online Web 2.0 Version

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