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## **Florida Skin Center Opens Online Dermatology Store**

First bilingual dermatology product website in the U.S.

Florida Skin Center has launched an online dermatology store at [store.floridaskincenter.com](http://store.floridaskincenter.com) for the public to purchase its products and services, obtain discounts and send gifts to family and friends. With options of English or Spanish, this is the first bilingual dermatology product website in the U.S. Interested parties can also gain access to this website through the main portal, [FloridaSkinCenter.com](http://FloridaSkinCenter.com).

Every patient who visits the store has a unique login and the ability to add desired items to a wish list, as well as receive selected items on a recurring basis. Upon choosing a product or service from respective tabs at the top and bottom of the homepage, all site users are directed to high-definition how-to videos on product application, as well as additional information regarding product ingredients, side effects, and benefits.

"This is a space for people who value their skin to explore new ways of taking care of it and to refer friends and family to Florida Skin Center," said Anais Aurora Badia, M.D., D.O., and Founder. "We are taking dermatological treatment for children and adults to new heights, and we hope that the public will join in this ongoing mission."

Any product – including cleansers, moisturizers, hair care and cosmetics – under \$250 comes with a flat shipping rate of \$10. Purchases of \$250 or more qualify for free shipping. Services can be purchased in the form of package treatments. Gift cards are also available. Upon purchasing, the recipient will obtain

a code through email or when they arrive at one of three Florida Skin Center locations.

Visitors to the online store can also join one of two membership programs, the FAN Club or the Aesthetic Rewards Club. For \$225, FAN members receive a 15% discount on all available retail products and cosmetic procedures for a 12-month period. Aesthetic Rewards members receive all available retail products and aesthetic procedures under the same discount conditions for \$125. Both clubs cover microneedling, facials, dermaplanning and chemical peels.

#### About Florida Skin Center

Florida Skin Center opened its doors in 2001. Now with three office locations in Fort Myers, Cape Coral and Lehigh Acres, Dr. Badia and her staff maintain a focus on excellence in patient care, with same-day, early-morning and walk-in appointments readily available. Patients will always be greeted with spa-like treatment, including a hot towel, juice or coffee and informational videos as they wait for a provider to assist them. Insurance and billing are handled onsite, and scheduling is strategically constructed to move a patient's day along as he or she desires. Call (239) 561-3376. Online at [FloridaSkinCenter.com](http://FloridaSkinCenter.com).

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