



DR ED ROBINSON

— AESTHETICS —

MEDIA KIT

PRESS • COMMENTARY • COLLABORATIONS • BRAND PARTNERSHIPS

73K+

DIGITAL COMMUNITY

20.1M

INSTAGRAM VIEWS / 90 DAYS

500+

FIVE-STAR REVIEWS

MEDIA & BRAND PARTNERSHIPS

Mark Thomas

TM Media

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C CLINIC & GENERAL ENQUIRIES

Dr Ed Robinson Aesthetics

0161 399 0631

clinic.info@dredrobinson.co.uk

www.dredrobinson.co.uk

Dr Ed Robinson at a glance

A concise profile for editors, producers, event organisers and prospective partners.

GMC

REGISTERED DOCTOR

Medical training and governance first

CQC

REGISTERED CLINIC

Hale flagship clinic

2021

FOUNDED

Independent, doctor-led brand

PREFERRED INTRODUCTION

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor, NHS anaesthetic doctor, founder and medical director of Dr Ed Robinson Aesthetics.

Working from a CQC-registered flagship clinic in Hale, Cheshire, with a Harley Street residency, Dr Ed is known for natural, evidence-led aesthetics, regenerative medicine, hair restoration, patient comfort and plain-speaking commentary on safety, ethics and regulation.

WHY HE IS DISTINCTIVE

- Anaesthetic expertise informs pain-conscious care, facial nerve blocks and a calm clinical experience.
- His public voice is deliberately anti-hype: evidence, realistic outcomes and the option not to treat come before a sale.
- His work connects injectables with regenerative medicine, skin health, hair restoration, laser technologies and healthy ageing.
- He combines consumer education with practitioner training, accredited writing, speaking and key opinion leader work.

QUICK FACTS

NAME

Dr Ed Robinson

CREDENTIALS

MBBS BSc

ROLE

Founder & Medical Director

BASE

Hale, Cheshire

LONDON

Harley Street by appointment

CLINIC

CQC registered

ACCREDITATION

Save Face since 2022

MEMBERSHIP

BCAM associate member

“Enhance your natural beauty, not alter it.”

DR ED ROBINSON – BRAND PHILOSOPHY

MEDIA & BRAND

Mark Thomas

mark@tm-media.co.uk

CLINIC

0161 399 0631

clinic.info@dredrobinson.co.uk

ONLINE

@dr_edrobinson

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About Dr Ed

A medical career, an independent clinic and a public platform built around safer, more considered aesthetics.



DR ED ROBINSON MBBS BSC

Aesthetic doctor • Anaesthetic doctor • Founder

BIOGRAPHY

Dr Ed Robinson is a GMC-registered doctor whose work brings together anaesthetics, medical aesthetics, regenerative medicine and public education. He studied medicine and completed a BSc at King's College London before developing his career in NHS anaesthetics. That background continues to shape his approach to anatomy, pharmacology, complication awareness, patient comfort and calm communication.

He founded Dr Ed Robinson Aesthetics in 2021 and has grown it into an independent, CQC-registered multidisciplinary clinic with a flagship home in Hale, Cheshire and a Harley Street residency. The clinic is recognised for subtle injectables, regenerative treatments, advanced skin technologies, hair restoration and joined-up healthy-ageing care.

Dr Ed's philosophy is simple: good aesthetic medicine should help people look refreshed, balanced and recognisably themselves. Consultations consider health, anatomy, motivation and realistic outcomes; treatment is declined when it is not in a patient's best interests. This medical, ethical position also underpins his press commentary and digital content.

Alongside clinical work, he writes accredited education, teaches practitioners, speaks at major professional and consumer events, contributes to national broadcast and print media, and works with carefully selected medical and aesthetic brands as an educator, adviser and key opinion leader.

MEDICAL

GMC-registered doctor; NHS anaesthetics role

GOVERNANCE

CQC-registered clinic; Save Face accredited

PROFESSIONAL

Associate member, British College of Aesthetic Medicine

INDUSTRY

KOL / educator across regenerative medicine and energy-based technologies

Evidence over hype

The principles that guide Dr Ed's clinical work, public commentary and commercial partnerships.



01

Doctor-led by design

- Assessment begins with medical history, anatomy, contraindications, motivation and informed consent.
- Governance, documentation, infection prevention and complication readiness are treated as core brand assets.

03

Comfort is clinical

- Anaesthetic expertise informs communication, pain management and regional nerve blocks where appropriate.
- Nervous patients are supported step by step rather than rushed through a procedure.

05

The right to say no

- Dr Ed will decline unsafe, unnecessary, unrealistic or psychologically unsuitable treatment.
- Ethical refusal is presented as good medicine, not lost revenue.

02

Natural, not formulaic

- Treatment is planned around the person rather than a social-media template or fixed beauty ideal.
- The preferred outcome is balanced, age-appropriate and recognisably the patient.

04

Regenerative thinking

- Skin, tissue quality, hair and healthy ageing are considered alongside injectables.
- Combination plans may include PRP/PRF, biostimulators, laser, radiofrequency, microneedling and medical skincare.

06

Education first

- Content is direct, transparent and designed to help people question claims, trends and shortcuts.
- Marketing avoids fear, shame, trivialisation and guarantees.

Press topics and editorial angles

Available for rapid expert comment, written Q&As, broadcast interviews, podcasts, features and longer-form education.

CORE

Safety, ethics & regulation

- UK aesthetics regulation and the difference between medical governance and cosmetic retail.
- Black-market products, unsafe practice, complication pathways and why credentials matter.
- Informed consent, ethical refusal, body image and unrealistic expectations.

SPECIALIST

Regenerative medicine

- PRP, PRF, polynucleotides, exosomes and biostimulation: evidence versus marketing.
- Collagen banking, combination treatment and realistic timelines.
- How to communicate emerging science responsibly.

SPECIALIST

Skin, laser & healthy ageing

- Pigmentation, redness, photoageing, sunscreen and evidence-based skincare.
- Laser and energy-based devices: choosing technology for indication and skin type.
- Menopause-related skin change and joined-up treatment planning.

TIMELY

GLP-1 & rapid weight loss

- Facial and neck changes after rapid weight loss, including proportion and tissue laxity.
- Why "Ozempic face" is an oversimplification and how to discuss options responsibly.
- When to wait, when to treat and why a staged plan matters.

CORE

Injectables & aesthetic trends

- Natural results, facial balance, overfilling, migration and trend fatigue.
- What social-media trends get wrong about anatomy and risk.
- Male aesthetics, ageing well and avoiding a one-size-fits-all face.

SPECIALIST

Hair & scalp health

- Male and female hair loss, shedding, scalp health and when medical investigation matters.
- PRP and regenerative approaches for hair restoration.
- Hair changes associated with stress, nutrition, hormones and rapid weight loss.

DISTINCTIVE

Anaesthesia & patient comfort

- Pain-conscious aesthetics, nerve blocks and reducing procedural anxiety.
- Why comfort, communication and aftercare are safety issues.
- The anatomy and pharmacology behind more considered treatment.

BUSINESS

Founder & clinic growth

- Building a premium healthcare brand without exploiting insecurity.
- Scaling from solo practitioner to multidisciplinary team and regulated clinic.
- Personal brand, social growth, leadership, patient experience and ethical commercial strategy.

For the fastest response

Please include outlet, angle, deadline, format, expected duration or word count, and whether the request is live or pre-recorded.

Digital reach with clinical credibility

A fast-growing audience engaging with direct, educational content. Snapshot: July/August 2026.

73K+

COMBINED COMMUNITY

Instagram, TikTok, Facebook & YouTube

20.1M

INSTAGRAM VIEWS

Latest 90-day clinic-supplied snapshot

1.14M

INTERACTIONS

Instagram, same 90-day snapshot

51.3K

INSTAGRAM FOLLOWERS

@dr_edrobinson

17.3K

TIKTOK FOLLOWERS

334.9K total likes

4K

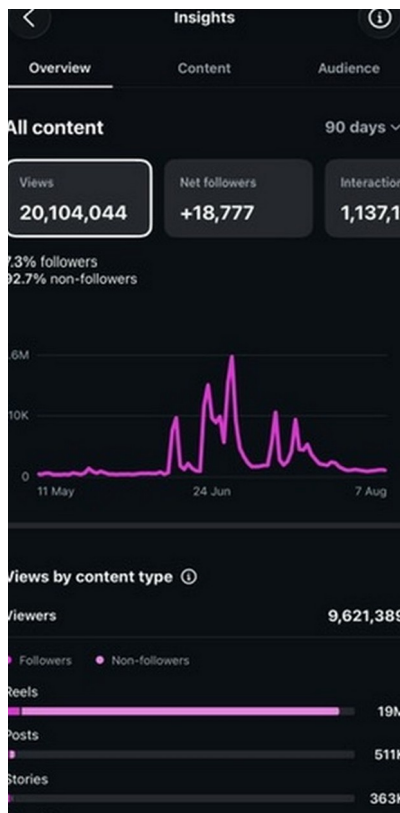
FACEBOOK FOLLOWERS

Clinic page

956

YOUTUBE SUBSCRIBERS

1.2M all-time views



LATEST 90-DAY INSTAGRAM SNAPSHOT

AUDIENCE QUALITY

92.7%

of views came from non-followers, extending discovery beyond the existing community.

+18.8K

net Instagram followers in the same 90-day snapshot.

85.1%

female audience; 14.9% male.

20M+

views show mainstream reach for specialist education.

CONTENT STYLE

- Straight-talking explanations rather than scripted endorsements.
- Myth-busting hooks with medical context and practical takeaways.
- Consumer education, trend reaction, clinic life and expert opinion.
- Premium production alongside native direct-to-camera content.

Trusted by national media

Available for clear, responsible comment across breaking news, consumer health, beauty, culture, regulation and business.

GLAMOUR	 INDEPENDENT	TIMES RADIO	COUNTRY & TOWN HOUSE
London Evening Standard	BBC RADIO 5 LIVE	sky NEWS	Manchester Evening News
iNews	GQ	DAZED	LBC
Daily  Mail	4	METRO	WOMAN & HOME

PRINT & DIGITAL

Selected editorial coverage

- Regulation, unsafe practice and black-market botulinum toxin.
- “Snatched face” and other trend-led aesthetic procedures.
- Rapid weight loss, “Ozempic face” and neck changes.
- Vaping, sunscreen, skin ageing and evidence-based skincare.
- Why doctors decline treatment and how patients can check credentials.

TV, RADIO & AUDIO

Broadcast experience

- Sky News and Channel 4 appearances.
- BBC Radio 5 Live, LBC and Times Radio expert interviews.
- Live and pre-recorded formats, short reaction and longer discussion.
- Comfortable translating technical subjects into concise, quotable language.
- Experienced with safety-sensitive stories and correcting misinformation without sensationalism.

“Dr Ed works best where a story needs both a strong public-facing opinion and the clinical context to make it responsible.”

EDITORIAL POSITIONING

VIEW THE LIVE PRESS ARCHIVE

dredrobinson.co.uk/press

Clinical educator and industry voice

A credible bridge between professional education, consumer understanding and responsible brand communication.



STAGES

Speaking

- Professional and consumer events including ACE, FACE, CCR, TAMC, BCAM and Pause Live.
- Keynotes, panels, fireside conversations, demonstrations and moderated Q&A.
- Topics spanning safety, regenerative practice, patient comfort, social media and clinic growth.

PARTNERS

Key opinion leader work

- Industry roles with Arthrex, Sciton and DermaFocus.
- Teaching, product and technology education, practitioner engagement and advisory input.
- Medical independence and transparent disclosure are retained in all partnerships.

WRITING

Accredited education

- Published CPD and clinical articles on regional nerve blocks, PRP/PRF and combination treatment.
- Evidence-led material designed for practitioners, not just consumer marketing.
- Able to support white papers, educational modules and medically reviewed campaign copy.

WIDER HEALTH

Advisory perspective

- Adviser to The Menopause Network, connecting aesthetics with skin, hair and life-stage change.
- Multidisciplinary clinic perspective across dermatology, hormones, wellness and regenerative medicine.
- Particularly suited to campaigns that need nuanced, joined-up health communication.

GHP

Aesthetics Clinic of the Year 2024 — Greater Manchester

TATLER

Address Book profile and independent recognition

AESTHETICS AWARDS

2026 finalist — Best New Clinic UK & Ireland

Ways to work together

Partnerships are built around credible education, audience relevance and a clear role for Dr Ed's medical expertise.

EDITORIAL

Expert press commentary

- Deadline-led quotes, written Q&A, fact checking and clinical context.
- Broadcast, radio, podcast and panel availability.
- Reactive commentary supported by proactive feature ideas.

LONGER TERM

Ambassador partnerships

- Multi-month or annual partnerships with credible, clinically aligned brands.
- Campaign appearances, digital content, event support and thought leadership.
- Category exclusivity and usage negotiated against scope and evidence requirements.

LIVE

Speaking & events

- Keynotes, panels, fireside chats, hosting and moderated Q&A.
- Consumer, corporate, medical and industry audiences.
- Topics tailored to safety, trends, healthy ageing, entrepreneurship or digital influence.

CONSUMER

Brand campaigns & content

- Paid social, short-form video, expert explainers and campaign launch content.
- Educational series, myth-busting formats, live sessions and audience Q&A.
- Native storytelling that retains Dr Ed's direct, non-scripted tone.

PROFESSIONAL

KOL & advisory

- Clinical advisory boards, practitioner education and launch strategy.
- Medical review of claims, educational assets and professional messaging.
- Feedback on patient experience, protocols and responsible market positioning.

HALE / LONDON

Clinic & experiential

- Press days, educational filming, product or technology demonstrations and small events.
- Access to a premium clinical environment, subject to governance and patient privacy.
- Multidisciplinary perspective where appropriate.

A USEFUL PARTNERSHIP BRIEF INCLUDES

OBJECTIVE What should the partnership change or achieve?	AUDIENCE Who needs to understand, trust or act?	DELIVERABLES Formats, quantities, channels and production ownership.
TIMING Launch date, review stages and approval deadlines.	RIGHTS Paid usage, territories, term, edits and whitelisting.	COMPLIANCE Claims substantiation, disclosures and regulatory review.

“The strongest commercial work feels useful even before it feels promotional.”

PARTNERSHIP PRINCIPLE

What makes a credible partnership

Dr Ed protects clinical independence, audience trust and patient safety throughout the commercial process.

STRONG ALIGNMENT

- Regulated aesthetic devices and technologies
- Regenerative medicine and evidence-led innovation
- Medical skincare, sunscreen and skin health
- Hair and scalp health
- Menopause, hormones and healthy-ageing education
- Patient comfort, diagnostics and clinical safety
- Premium health, hospitality and lifestyle with a genuine audience fit

NOT A FIT

- Fear-based, body-shaming or insecurity-led creative
- Unsupported “miracle”, guaranteed or medically misleading claims
- Products or procedures whose safety, licensing or evidence cannot be verified
- Consumer promotion of prescription-only medicines
- Heavily scripted endorsements that remove clinical nuance
- Unapproved retouching or manipulation of clinical before-and-after images
- Partnerships that compromise disclosure, independence or existing commitments

Clinical independence

- Dr Ed retains the right to qualify, correct or decline claims and creative that do not meet an appropriate medical standard.

Transparent disclosure

- Paid, gifted, advisory and ambassador relationships are disclosed clearly and consistently.

Accurate imagery

- Results are represented honestly, with consistent photography and no alteration that could mislead.

Evidence & compliance

- All health and efficacy claims require substantiation and appropriate ASA/CAP, platform and sector review.

Patient protection

- Consent, confidentiality and secure handling apply to all patient-related content; participation is never assumed.

Clear commercial terms

- Deliverables, approval, exclusivity, usage, whitelisting, travel, cancellation and payment are agreed in writing.

FINAL CLAIMS, DISCLOSURES AND DELIVERABLES ARE REVIEWED AGAINST THE SPECIFIC PRODUCT, PLATFORM, MARKET AND CAMPAIGN BRIEF.

Ready-to-use biographies

Approved-style copy for listings, contributor notes, event programmes and partnership proposals. Minor house-style edits are welcome; medical claims should not be expanded without approval.

40-WORD BIO

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor, NHS anaesthetic doctor and founder of Dr Ed Robinson Aesthetics. He is known for ethical, evidence-led treatment, natural results, regenerative medicine, pain-conscious care and clear public commentary on safety and regulation.

100-WORD BIO

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor, NHS anaesthetic doctor, and founder and medical director of CQC-registered Dr Ed Robinson Aesthetics. A King's College London graduate, he works across Hale, Cheshire and Harley Street. His practice spans natural injectables, regenerative medicine, hair restoration, advanced skin technologies and ultrasound-supported safety. Anaesthetic training informs his focus on calm, comfort and regional nerve blocks. Dr Ed is Save Face accredited, an associate member of the British College of Aesthetic Medicine, an industry educator and key opinion leader, and a regular national media commentator on patient safety, trends and regulation.

200-WORD BIO

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor, NHS anaesthetic doctor, and the founder and medical director of Dr Ed Robinson Aesthetics. He studied medicine and completed a BSc at King's College London before developing his career in anaesthetics, experience that continues to inform his understanding of anatomy, pharmacology, complication management, patient comfort and calm communication.

Founded in 2021, Dr Ed Robinson Aesthetics is an independent, CQC-registered multidisciplinary clinic with a flagship home in Hale, Cheshire and a Harley Street residency. The clinic is known for natural injectables, regenerative medicine, advanced skin and laser treatments, hair restoration and joined-up healthy-ageing care. Dr Ed's approach is consultative and evidence-led: treatment is staged carefully, expectations are discussed honestly and patients are advised against treatment where it is not appropriate.

Alongside clinical work, Dr Ed writes accredited education, teaches practitioners and speaks at professional and consumer events. He has held key opinion leader and education roles with leading medical-aesthetic companies, contributes to The Menopause Network, and regularly appears across national print, digital, television and radio. His direct social content reaches a fast-growing audience with practical, myth-busting guidance on aesthetics, skin, hair, safety, ethics and regulation.

PREFERRED DESCRIPTORS

GMC-registered aesthetic doctor	NHS anaesthetic doctor	Founder and medical director
Regenerative aesthetics and hair expert	Patient-safety and regulation commentator	Clinical educator and speaker

Press-ready positioning lines

Suggested attributable lines for briefing and pitching. Final wording should be confirmed against the specific question, evidence and publication context.

ETHICS “Aesthetics should be approached as healthcare: consultation, evidence, consent, governance and aftercare all matter.”	REFUSAL “The safest and most ethical recommendation is sometimes not to treat.”
NATURAL RESULTS “Good aesthetic medicine should help someone look refreshed and recognisably themselves, not like a treatment trend.”	COMFORT “Pain control should never be an afterthought; comfort changes how safely and confidently a patient experiences treatment.”
REGENERATIVE “Regenerative treatments should be judged by evidence, indication and patient selection — not by how exciting the marketing sounds.”	TRENDS “A viral result is not automatically a good medical outcome. Anatomy and long-term tissue health do not change with the algorithm.”
REGULATION “Patients deserve a system in which qualifications, products, premises and accountability are easier to understand before something goes wrong.”	WEIGHT LOSS “Rapid weight loss can change volume, skin and proportion, but there is no responsible one-treatment answer for every face or neck.”
SOCIAL MEDIA “The job of medical content is not to create fear or insecurity. It is to give people enough context to make safer decisions.”	BRAND WORK “A credible partnership should still be useful to the audience when the logo is removed.”

“Natural, but noticeable results”

ESTABLISHED BRAND LINE

Press, booking and partnership enquiries

Send the brief, deadline, intended format and any proposed claims or usage. High-resolution approved assets are available on request.

MEDIA & BRAND PARTNERSHIPS

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CLINIC & GENERAL ENQUIRIES

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www.dredrobinson.co.uk

LOCATIONS

HALE FLAGSHIP

Unit 3, The Courtyard, 283 Ashley Road, Hale, Cheshire, WA14 3NG

LONDON

Harley Street residency by appointment

SOCIAL

Instagram: [@dr_edrobinson](https://www.instagram.com/dr_edrobinson)

TikTok: [@dr_edrobinson](https://www.tiktok.com/@dr_edrobinson)

YouTube: [@dr_edrobinson](https://www.youtube.com/@dr_edrobinson)



WEBSITE



PRESS ARCHIVE

AVAILABLE ASSET PACK

PORTRAITS

Approved high-resolution headshots and clinical portraits

BRAND

Logo files, clinic imagery and approved descriptors

PRESS

Current biography, coverage links and topic briefing

SOCIAL

Dated platform metrics and campaign-specific screenshots

VERIFICATION LINKS

[CQC](#) • [Save Face](#) • [Tatler Address Book](#) • [Press archive](#)

This kit is for editorial and partnership planning. It is not medical advice. Figures and roles should be reconfirmed before publication or contracting; digital metrics are refreshed quarterly.