

DR ED ROBINSON
CLINICS

MEDIA KIT

PRESS · COMMENTARY · BROADCAST · PARTNERSHIPS

MEDIA AND BRAND PARTNERSHIPS

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CLINIC AND GENERAL ENQUIRIES

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01 · AT A GLANCE

Dr Ed Robinson

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor with a background in NHS anaesthesia, and the founder and medical director of Dr Ed Robinson Clinics. From a CQC-registered flagship clinic in Hale, Cheshire, and at 104 Harley Street, he is known for natural, evidence-led aesthetics, regenerative medicine, hair restoration, patient comfort and plain-speaking commentary on safety, ethics and regulation.



Photo: Visible by Hannah

Why editors call him

- Anaesthetic expertise informs pain-conscious care, regional nerve blocks and a calm clinical experience.
- A deliberately anti-hype public voice: evidence, realistic outcomes and the option not to treat come before a sale.
- Connects injectables with regenerative medicine, skin health, hair restoration, laser technology and healthy ageing.
- Combines consumer education with practitioner training, accredited writing and speaking.

NAME	Dr Ed Robinson	CREDENTIALS	MBBS BSc, King's College London
GMC NUMBER	7560188	ROLE	Founder and Medical Director, Dr Ed Robinson Clinics
BACKGROUND	Background in NHS anaesthesia	CLINICS	Hale, Cheshire (flagship); 104 Harley Street, London, Fridays
FOUNDED	2022	REGULATION	CQC: Good overall, Outstanding in leadership; Save Face accredited; BCAM associate member

> "Enhance your natural beauty, not alter it."
>
> BRAND PHILOSOPHY

Ready-to-use biographies

Approved copy for listings, contributor notes and programmes. Minor house-style edits are welcome; please do not expand medical claims without approval.

SHORT BIOGRAPHY · 40 WORDS

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

BIOGRAPHY · 100 WORDS

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor with a background in NHS anaesthesia, and founder and medical director of CQC-registered Dr Ed Robinson Clinics. 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.

FULL BIOGRAPHY · 200 WORDS

Dr Ed Robinson MBBS BSc is a GMC-registered aesthetic doctor with a background in NHS anaesthesia, and the founder and medical director of Dr Ed Robinson Clinics. 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 2022, Dr Ed Robinson Clinics is an independent, CQC-registered multidisciplinary clinic with a flagship home in Hale, Cheshire, and consultations at 104 Harley Street, London. 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
- Background in NHS anaesthesia
- Founder and medical director
- Regenerative aesthetics and hair expert
- Patient-safety and regulation commentator
- Clinical educator and speaker

Please avoid "dermatologist", "plastic surgeon" and "cosmetic surgeon". Dr Ed is a non-surgical aesthetic doctor.

Topics Dr Ed comments on

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

Safety, ethics and regulation

UK regulation, black-market products, complications, credentials, informed consent and the right to say no.

Injectables and trends

Natural results, facial balance, overfilling, celebrity and social media trends, and male aesthetics.

Regenerative medicine

PRP, PRF, polynucleotides, exosomes and biostimulation: evidence versus marketing.

Hair and scalp health

Male and female hair loss, shedding, and hair changes linked to stress, hormones and rapid weight loss.

Skin, laser and healthy ageing

Pigmentation, redness, sun damage, sunscreen, evidence-based skincare and menopause-related skin change.

Anaesthesia and patient comfort

Pain-conscious aesthetics, regional nerve blocks, ultrasound and reducing procedural anxiety.

GLP-1 and rapid weight loss

Facial and neck changes after rapid weight loss, and why a staged plan matters.

AI, filters and body image

AI-enhanced selfies, filters and realistic expectations in consultation.

Founder and clinic growth

Building a doctor-led healthcare brand and a multidisciplinary, regulated clinic.

For the fastest response

Please include the outlet, angle, deadline, format, expected duration or word count, and whether the request is live or pre-recorded. Send briefs to Mark Thomas at TM Media: 07710 740468 or mark@tm-media.co.uk.

Trusted by national media

Television, radio and audio

Sky News	TV report and online article, August 2024
Channel 4 News	TV investigation into tanning products, November 2025
BBC Radio 5 Live	Three interviews, June to August 2025
LBC and LBC News	Four interviews and a bylined opinion piece, 2025
Times Radio	Interview, June 2025
Podcasts	The House of Hormones; Aesthetics Today

Comfortable live and pre-recorded, with short reaction and longer discussion formats.

Print and digital

The Times · Daily Mail · The Sun · The Independent · The Standard · The Mirror · Daily Express · The i Paper · Glamour · GQ · Woman & Home · Olive · Aesthetics Journal · Aesthetic Medicine

More than 130 features since 2024, across national, regional, lifestyle and trade titles.

Selected coverage

SKY NEWS · AUGUST 2024

Cosmetic treatment: Rise in women wanting the 'Love Island look'

CHANNEL 4 NEWS · NOVEMBER 2025

Revealed: Hidden dangers behind trend of tanning drops, sprays and injections

LBC, OPINION BY DR ED · JULY 2025

Toxic jabs and deadly bum lifts: We need urgent licensing of cosmetic injectables

THE TIMES · JUNE 2025

Men outspending women on Botox and fillers

DAILY MAIL · APRIL 2026

Why are Hollywood stars all showing off their pronounced collarbones?

AESTHETICS JOURNAL, CPD BY DR ED · FEBRUARY 2026

Exploring Regional Nerve Blocks in Head and Neck Aesthetics

View the full press archive — dredrobinson.co.uk/press

Awards, recognition and speaking

Awards

WINNER
Medical Aesthetics Clinic of the Year, Cheshire
Manchester & North West England Prestige Awards, 2026/27

WINNER
Aesthetics Clinic of the Year 2024, Greater Manchester
Global Excellence Awards (GHP), 2024

WINNER
Creative Aesthetics Business of the Year
Fashion Week Awards UK, 2024

OUTSTANDING ACHIEVEMENT
Aesthetic Professional of the Year
English Hair & Beauty Awards, North Edition, 2026

FINALIST
Best New Clinic UK & Ireland
The Aesthetics Awards, 2026

FINALIST
Medical Aesthetic Practitioner of the Year
Nations Aesthetics & Enhancement Awards, 2026

FINALIST
Promoting Well-Being; Outstanding Business of the Year
This is Manchester Awards, 2026

FINALIST
Rising Star of the Year
The Aesthetics Awards, 2025

FINALIST
Rising Star
The Aesthetics Awards, 2024

Recognition

- CQC rated Good, Outstanding in leadership
- Save Face accredited clinic since 2022
- Tatler Address Book listing
- Associate member, British College of Aesthetic Medicine

Speaking, writing and faculty

- Speaker: The Aesthetic Medicine Congress (TAMC) and BCAM, on nerve blocks in aesthetic practice
- Speaker: CCR, for DermaFocus, on exosomes; DermaFocus faculty member
- Speaker: Pause Live, hair loss treatment (2025 and 2026)
- Author: Aesthetics Journal CPD on regional nerve blocks (2026); Aesthetic Medicine on perioral nerve blocks (2026)
- Key opinion leader: Arthrex and Sciton
- Clinical trainer: Acquisition Aesthetics
- Adviser: The Menopause Network



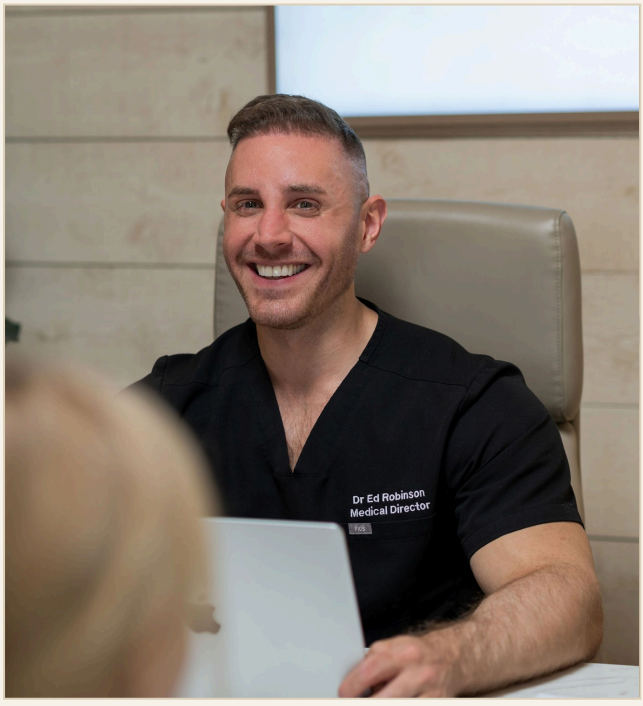
Photo: Visible by Hannah

Digital reach with clinical credibility

A fast-growing audience engaging with direct, educational content: myth-busting explanations with medical context and practical takeaways.

84K+ COMBINED COMMUNITY All four platforms	**59K** INSTAGRAM FOLLOWERS @dr_edrobinson	**17.7K** TIKTOK FOLLOWERS 341.7K total likes	**6.8K+** FACEBOOK FOLLOWERS @dredrobinsonclinics
1.1K YOUTUBE SUBSCRIBERS 1.37M total views	**20.1M** INSTAGRAM VIEWS July to August 2026	**85.1%** FEMALE AUDIENCE Same snapshot	**500+** FIVE-STAR REVIEWS Clinic reviews

Social media figures accurate as of 2 November 2026. Instagram views and female audience: 90-day snapshot, July to August 2026.





Photos: Visible by Hannah

Approved photography

Photography: Visible by Hannah (September 2026). Free for editorial use with credit. High-resolution files are available from the press office.

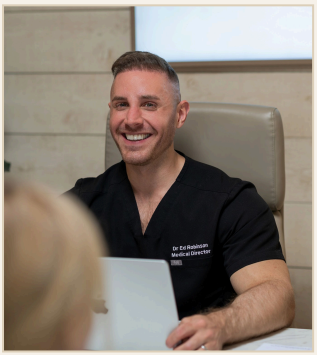


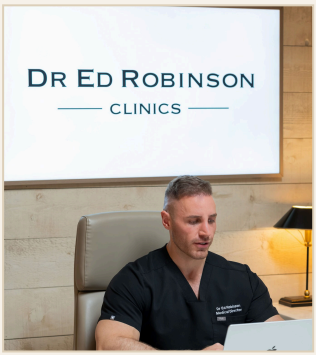
Dr Ed, portrait in clinic scrubs


Dr Ed, seated portrait with arms crossed


Dr Ed leaning against a wall, arms crossed, smiling

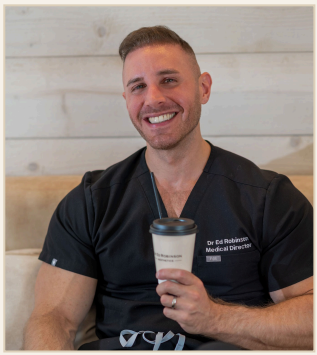

Dr Ed, full-length portrait in the Hale clinic


Dr Ed in a consultation at the Hale clinic



Dr Ed at his desk beneath the Dr Ed Clinics logo


Dr Ed performing an Ultherapy Prime treatment


Dr Ed relaxing with a coffee in the clinic lounge

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This kit is for editorial and partnership planning and is not medical advice. Figures and roles should be reconfirmed before publication.

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