

# the design channel

the design channel, llc

## news release

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For Immediate Release

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### **The Dermatology Center to Receive Facelift for Website**

*Dermatology services leader enlists The Design Channel to revitalize its online presence*

WASHINGTON, DC, May 2, 2013 – The Dermatology Center & Rockledge MedSpa, one of the leading providers of cosmetic services in the national capital region, has tapped The Design Channel (TDC) to redesign its website, announced David Franek, agency president and creative director.

TDC will update the overall presentation of the website ([www.dermskin.com](http://www.dermskin.com)) and rework navigation paths to make information more accessible. “In addition to enhancing the functionality of the site, we’re aiming to develop a look and feel that captures the emotions involved in helping people look their best,” said Franek. “We want the site to reflect how The Dermatology Center enables customers to feel more positive and confident in their appearance.”

Rachel Deutsch, TDC co-creative director, adds, “The new site will also be more representative of the center’s true persona. While it provides leading-edge treatments and the highest quality results anywhere, it also offers a comfortable, accessible environment for a wide range of customers as well as many moderately priced services.”

The Dermatology Center & Rockledge MedSpa is based in Bethesda, Maryland and was founded by dermatologist Roberta Palestine, M.D., in 1982. Initially focused on providing medical dermatology services, Dr. Palestine expanded the scope of her practice to include a variety of cosmetic treatments. Today, The Dermatology Center offers a comprehensive range of medical and cosmetic dermatology, medspa, and plastic surgery services, with locations in Bethesda and Germantown, Maryland, and Washington, DC.

With offices in Washington, DC and Baltimore, Maryland, The Design Channel ([www.thedesignchannel.com](http://www.thedesignchannel.com)) provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.