

VICTORIA, BC, October 06, 2013 **/24-7PressRelease/** -- With the launch of their expanded and redesigned website, Dr. Kent Banks and Dr. Daniel Milkovich of MD ESTHETICS (www.lookamazing.ca) have expanded the resources they offer their patients. Women and men searching for cosmetic dermatology services in Victoria can quickly find detailed, easy-to-understand information about cosmetic procedures. Patients can also learn more about the physicians performing their treatments.

"We believe it's important that patients learn as much information as they can about the practice or physician they visit," says Dr. Banks, who founded MD ESTHETICS with Dr. Milkovich in 2007. "So in keeping with that, the goal was to update the site so people could quickly find the information they're looking for. We definitely achieved that. Each treatment and product is easily accessible, and you can learn more about Dr. Milkovich and myself before coming in for a consultation."

"Not only is the new site easier to navigate, but its design is also more fitting for our practice," says Dr. Milkovich, who, along with Dr. Banks, specializes in non-surgical [cosmetic skin care](#) in Victoria. "It represents the luxurious amenities at our facility and the innovative and modern dermatology techniques we offer."

The new website features a fresh, modern look that prioritizes the most important information and makes the practice's most popular procedures easy to find. Atop each procedure page, a series of before-and-after photos greets users. Dr. Milkovich says these photos benefit patients greatly.

"People really appreciate being able to see case photos of the procedure they're interested in," Dr. Milkovich says. "We felt that having patient photos at the top of each page establishes context for the procedure that the reader is going to learn about."

Each procedure page also prominently lists related treatments in an easy-to-find location. These links make it simple for visitors to quickly browse through a number of options that might address their particular concerns.

Also convenient are the question-and-answer sections that accompany each treatment. Visitors are given a brief introduction to the treatment followed by a number of questions. When users click on the questions, they expand to reveal answers.

"We wanted to make sure there was a lot of information available, but we also wanted to keep it simple and not overwhelm people," says Dr. Banks. "The Q&A sections are perfect for people who want to learn more."

MD ESTHETICS offers BOTOX COSMETIC, a variety of dermal fillers such as JUVEDERM, laser and light skin treatments, CoolSculpting body contouring, vein treatments, microdermabrasion, and [facial peels](#) for Greater Victoria. The practice also provides numerous medical-grade skincare products and is well known for using innovative techniques such as the VolumaLift, offered as a non-surgical facelift.

Dr. Daniel Milkovich and Dr. Kent Banks of MD ESTHETICS (www.lookamazing.ca) are cosmetic physicians focusing on dermatology. Dr. Milkovich received his medical degree from the University of British Columbia, and Dr. Banks earned his medical degree from the University of Calgary. Each doctor has completed training in dermatology, earning diplomas of practical dermatology from the University of Cardiff in Wales. They have both served as national physician trainers in the best practices of administering BOTOX COSMETIC and dermal fillers for Allergan and Medicis. Their practice is located in Victoria, British Columbia, where they provide comprehensive, non-surgical solutions for cosmetic skin care.