

SkinPen®

SkinPen® Website Toolkit

Add SkinPen® to Your Online Presence *with Confidence*

As more patients seek out SkinPen® by name, it's essential that your website and service menu clearly reflect what today's consumers are looking for. Featuring SkinPen® prominently helps patients instantly recognize that your practice offers the #1 microneedling brand.* This toolkit gives you everything you need to showcase SkinPen® clearly, confidently, and correctly across your online presence.

Use the Official
SkinPen® Logo



ACCESS LOGOS
AND MORE IN
THE SKINPEN®
PROVIDER PORTAL

Why Patients Ask for SkinPen®

- Visible improvement in facial acne scars and neck wrinkles
- Safe for all skin types, all year round when treating facial acne scars.†
- Minimal downtime – mild redness typically resolves within 24 hours
- Progressive improvement as skin renews itself after each treatment
- 9 out of 10 patients would recommend SkinPen® for improving the appearance of facial acne scars

Headline Copy You Can Use

- Ask for SkinPen®: The #1 microneedling brand*
- Stimulate natural skin regeneration with SkinPen®
- Refresh, renew and reveal healthier-looking skin with SkinPen®

What Patients Can Expect

- **BEFORE TREATMENT:** Your provider will cleanse your skin and may apply a topical numbing agent for comfort.
- **DURING TREATMENT:** SkinPen® creates millions of precise microchannels that activate your skin's natural repair process. Most sessions take around 30 minutes.
- **AFTER TREATMENT:** Skin may appear pink, similar to a mild sunburn, for up to 24 hours. Results build gradually with each session as your skin renews itself over time.



SEO Keywords to Help Patients Find You

Microneedling, SkinPen, acne scars, neck wrinkles, skin rejuvenation, skin remodeling, collagen stimulating, SkinPen microneedling, SkinPen [insert your city]

Looking for more SEO keywords? A more comprehensive list is available in the SkinPen® Provider Portal.

Suggested Hashtags

#SkinPen #Microneedling #NeckWrinkles #AcneScars

Best Practices for Before & After Photos

- Use your own patient images (with signed consent).
- Include a variety of skin tones and ages (22+).
- Add captions noting the number of sessions and timeline.
- Keep camera angle, lighting, and framing consistent in both photos.

More Assets Available on the SkinPen® Provider Portal

Social Posts | Website Imagery | Before & Afters | Brand Videos



Use these elements across your website, service menu, About page, and social channels to ensure patients immediately recognize that your practice offers SkinPen®.

For additional information about
SkinPen® and FAQs, visit [SkinPen.com](https://www.SkinPen.com).

*Data on file. Gordian Solutions Group, 2025 Market Survey. Question: "Of your patients per month that you treat with microneedling pens, how many are treated with each of the pens below?" N= 99.

†Avoid sun exposure 24 hours prior and 72 hours post-treatment.

The SkinPen® Precision Elite and SkinPen® Precision are microneedling devices and accessories intended to be used as a treatment to improve the appearance of wrinkles of the neck for Fitzpatrick skin types II - IV and to improve the appearance of facial acne scars in adults with all Fitzpatrick skin types aged 22 years and older. This treatment is not for everyone. Common post-treatment responses include temporary redness, tenderness, itchiness, dryness and peeling.

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