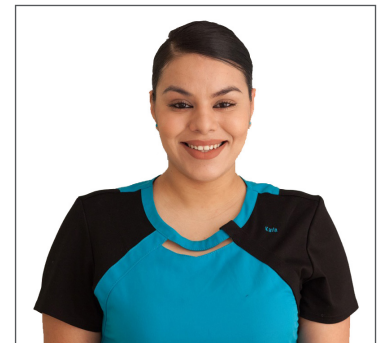




The Spotlight team continues to diligently execute Kwan Dermatology's marketing plan. William Kwan MD is the founder of Kwan Dermatology and is the country's leading dermatology expert in ethnic skincare. Kwan Dermatology is located in the Tiffany building in San Francisco's Union Square.

Once the Spotlight team created the Brand Foundation, tagline, logo, and color pallet for the practice, the marketing team set out to establish a style for the Kwan Dermatology team. Working with the color palette and the contemporary look of the brand, Sophia Vergara's "Careisma" scrubs were selected. Spotlight then sent the scrubs out to have team member names embroidered on them. The team jackets were embroidered with the new logo and tagline. For the practice physicians, crisp and tailored lab coats were ordered and embroidered with the practice logo and doctors name.

Now the Kwan Dermatology team not only works cohesively together, they look like a cohesive team in their sharp new uniforms. Since the Spotlight team pays attention to every last detail that we establish and execute for our client's brand, Spotlight also established a dress code for the Kwan Dermatology team. The dress code served to ensure that the look of the brand was further refined and presented in an ideal manner. Guidelines such as minimal jewelry, no visible tattoos, and closed-toed shoes, were established so that the Kwan Dermatology team knew the standards the medical practice wanted to maintain and project to patients. The team members impeccable appearance demonstrates the meticulous attention the practice pays to detail. When patients seeking cosmetic dermatology treatments see all Kwan Dermatology team members looking sharp and cohesive, it serves to give patients confidence in the treatments and the providers of the treatments.



Karla, Kwan Dermatology Team Member