Aesthetic Ultrasound Trainings

Website Content Extract — Organised by Section

This document contains the original content supplied for the website, reorganised section by section for direct use in page-building. Wording has been preserved as provided.

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1. Overall Brand Vision

The website should position Aesthetic Ultrasound not simply as a collection of ultrasound courses, but as a specialised clinical education platform for aesthetic practitioners.

The purpose is to teach practitioners how to use ultrasound to see beneath the surface, understand anatomy in greater depth, make better clinical decisions, and approach aesthetic treatments with greater precision and confidence.

The website should feel premium, clinical, intelligent, modern and international.

I do not want the website to feel like a traditional medical training website or a simple course-booking platform.

The positioning should communicate:

> *See deeper. Think clinically. Treat with greater precision.*

The educational philosophy is built around the idea that ultrasound is not only a technical tool. It changes the way a practitioner understands anatomy, treatment planning, complications and patient safety.

The website should therefore sell the experience of learning and seeing differently, rather than simply selling videos or courses.

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2. Our Story

The Our Story page should introduce the person behind the platform, the philosophy behind the education, and why aesthetic ultrasound has become such an important part of modern aesthetic practice.

Suggested positioning:

Why Aesthetic Ultrasound?

Aesthetic medicine is increasingly precise.

Yet much of what we assess and treat lies beneath what the eye can see.

Ultrasound gives us another layer of understanding.

It allows practitioners to visualise anatomy in real time, identify vessels and tissue planes, understand previous treatment, investigate unexpected findings, and make more informed clinical decisions.

My work in aesthetic ultrasound education is built around one simple idea:

> *When you can see more, you can think differently.*

The goal is not simply to teach practitioners how to hold a probe or recognise an image.

It is to develop the ability to see, interpret, question and decide.

Through hands-on education, clinical cases, structured teaching and ongoing learning, the aim is to make ultrasound a meaningful part of everyday aesthetic practice.

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3. About Dr. Noor Elbanna

Dr. Noor Elbanna from Plastic Surgery has evolved into a clinical educator specialising in aesthetic complication management and Aesthetic Ultrasound. Her work sits at the intersection of anatomy, ultrasound, aesthetic medicine and patient safety, with a particular focus on helping practitioners understand what lies beneath the surface and use that knowledge to make more informed clinical decisions.

Since 2022, Dr. Noor has been dedicated to the teaching and clinical application of Aesthetic Ultrasound, sharing her experience, ultrasound findings and clinical insights with practitioners across the Gulf countries, North Africa and Europe and England. She has also contributed to international aesthetic conferences and educational platforms, including IMCAS, CairoFACE, ICCE and FABS, where she has shared her knowledge and experience in the evolving field of Aesthetic Ultrasound.

She is a certified trainer from ESLSCA University and a certified MSK Sonographer through SCEEP / Misr University for Science and Technology (MUST). Her approach to education is grounded in clinical relevance, curiosity and a commitment to translating ultrasound knowledge into practical skills that can be applied in everyday aesthetic practice.

For Dr. Noor, ultrasound is much more than a technical tool. It is a different way of seeing. It can reveal anatomy, vascular structures, previous treatments and unexpected findings that may not be visible to the naked eye. More importantly, it can change the questions a practitioner asks and the decisions they make.

She is passionate about sharing her ultrasound findings and clinical observations, particularly those that can raise awareness, challenge assumptions and encourage practitioners to look more closely. Through her courses, masterclasses, webinars, clinical cases and international collaborations, she aims to make Aesthetic Ultrasound more accessible, practical and deeply integrated into modern aesthetic medicine.

At the heart of her work are two priorities: clarity and patient safety. She believes that meaningful education is not simply about giving practitioners more information. It is about developing deeper clinical thinking, greater awareness and the confidence to make thoughtful, evidence-based decisions.

Beyond medicine and education, Dr. Noor is a mother, an avid reader and passionate golfer. She values curiosity, continuous learning and the pursuit of clarity, both inside and outside the clinic. These interests bring another dimension to her approach as an educator: thoughtful, observant, disciplined and always curious about what lies beneath the obvious.

Her vision is simple:

To help practitioners see beyond the surface, understand what they are seeing, and use that knowledge to practice with greater precision, awareness and safety.

4. Our Educational Philosophy

I would like this to be an important part of the website.

The platform should have its own educational identity.

See Beyond the Surface

Aesthetic ultrasound education is about more than learning anatomy.

It is about developing a different clinical mindset.

Our approach is built around:

SEE
Understand anatomy in real time and recognise what lies beneath the surface.

INTERPRET
Learn to distinguish normal anatomy, previous treatment, anatomical variation and unexpected findings.

THINK
Use ultrasound findings together with the patient's history, examination and clinical presentation.

DECIDE
Translate what you see into a clear and appropriate clinical plan.

TREAT
Use ultrasound where appropriate to improve precision, guidance and patient safety.

The ultimate goal is not to create practitioners who simply know how to scan.

It is to create practitioners who know what to look for, understand what they are seeing, and know what to do with that information.

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5. Online Courses

The Online Courses page should introduce the digital education platform.

Learn. Revisit. Build.

Ultrasound is a skill that develops with repetition.

The online platform should allow practitioners to learn at their own pace, revisit important concepts and build their knowledge progressively.

The courses should be presented as a learning pathway, rather than unrelated individual products.

Online Courses List

Clarius L15-L20:

- Basic principles
- Upper face anatomy
- Midface anatomy
- Lowerface anatomy

GE Venue Go:

- Basic principles
- Upper face anatomy
- Midface anatomy
- Lowerface anatomy

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6. Individual Online Course Page

Each course should have a premium editorial-style landing page rather than looking like a basic e-commerce product.

Each course page should contain:

- Course title
- A short positioning statement — A concise explanation of why this course matters and what clinical problem it helps solve.
- Who is this course for? — Dermatologists; Plastic surgeons; Aesthetic physicians; Other appropriately qualified healthcare professionals working within aesthetic medicine
- What you will learn — Clear learning outcomes rather than simply a list of video titles.
- Course structure — The number of modules, lessons and videos.
- Clinical focus — What the practitioner will be able to understand or apply after completing the course.
- Course duration — Total learning time and approximate time per module where appropriate.
- Price — Clearly displayed.
- Registration / Purchase — A simple online purchase process.

7. Online Course Dashboard

After purchasing an online course, the practitioner should create an account or log into their existing account.

The purchased course should then appear automatically in their personal Dashboard.

The Dashboard should contain:

- My Courses
- Course progress
- Available modules
- Video lessons
- Certificates
- Future educational content

Course access will be controlled through the Dashboard.

I would like the ability to manually activate or release course content for individual practitioners after confirming their purchase and eligibility.

This is important because the educational platform should allow controlled access to the learning material rather than simply providing unrestricted video links.

The system should therefore support:

> *Purchase → Account → Verification → Course activation → Dashboard access*

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8. Physical Courses

This section should be positioned as the premium, hands-on side of the educational platform.

Learn It. See It. Practise It.

Online education provides the foundation.

Physical training allows practitioners to bring that knowledge into the real clinical environment.

The physical courses should include hands-on scanning, live demonstrations, clinical cases, discussion and direct interaction.

The emphasis should be on small-group, high-quality clinical learning, rather than large auditorium-style teaching.

This is where the website should take inspiration from the intimate, experience-led positioning of The Kate Goldie Experience. Their current site deliberately frames its training as a deeper learning experience rather than simply a course. (kategoldieexperience.com)

But the experience should be uniquely ours and centred around ultrasound.

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9. Physical Course Page

Every physical course should have its own detailed page.

It should include:

- Course title
- Course concept — A short explanation of the clinical question or theme behind the day.
- What you will explore — The key educational areas.
- What you will take away — Specific skills, knowledge and clinical thinking the practitioner should leave with.
- Date — Clearly displayed.
- Location — Venue and city.
- Location link — Google Maps / navigation link.
- Course format — For example: Lectures; Live scanning; Demonstrations; Hands-on practice; Clinical cases; Discussion; Q&A;
- Who should attend? — The appropriate professional level and eligibility criteria.
- Number of participants — Where applicable, emphasising limited places when the format is intentionally small-group.
- Registration — Online booking and payment.

10. Physical Course Collection

One to one - Groups

The website should eventually allow different levels of learning.

Course 01 — Aesthetic Ultrasound Essential

The principles of ultrasound in aesthetic practice.

Possible areas include:

- Ultrasound fundamentals
- Probe handling
- Image orientation
- Basic facial anatomy
- Tissue planes
- Vascular anatomy
- How to approach a facial scan
- Recognising common structures
- Building a systematic scanning approach

Course 02 — Advanced Aesthetic Ultrasound

Designed for practitioners who already have foundational knowledge and want to develop more advanced scanning and interpretation skills.

Possible areas include:

- Advanced facial sonoanatomy
- Vascular mapping
- Previous filler identification
- Dynamic assessment
- Clinical decision-making
- Ultrasound Guided injection most safe techniques

Course 03 — Ultrasound in Complications

A clinically focused programme exploring how ultrasound can contribute to the assessment and management of aesthetic complications.

Possible areas include:

- Recognising abnormal findings
- Filler-related findings
- Vascular assessment
- Differential interpretation
- Ultrasound-guided assessment
- Ultrasound-guided management principles
- Clinical decision-making
- Case-based learning

The final course names can be refined later. The important point is that the website should present a clear progression from foundation to advanced clinical application.

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11. Signature / Masterclass Training

I would like the website to eventually have a premium flagship training category.

Rather than having every physical course look identical, there should be a distinction between standard educational days and signature masterclasses.

The masterclass should feel like a deeper clinical experience.

For example:

The Aesthetic Ultrasound Masterclass

A focused immersive experience for practitioners who want to move beyond basic scanning and develop greater confidence in clinical ultrasound.

The masterclass can combine:

- Advanced sonoanatomy
- Live scanning
- Clinical cases
- Vascular assessment
- Complication cases
- Treatment planning
- Ultrasound-guided approaches
- Small-group discussion
- Direct feedback

The language should focus on clinical thinking, confidence and depth, not simply “learning more techniques.”

12. Webinars

The website should have a dedicated webinar section.

Learn From Wherever You Are

The webinar programme will allow the community to continue learning between physical training dates.

The webinars should cover focused clinical questions, emerging topics, interesting cases and practical ultrasound concepts.

Possible categories:

- Sonoanatomy
- Vascular anatomy
- Filler assessment
- Complications
- Case discussions
- Scanning techniques
- Clinical decision-making
- New research
- Guest experts
- International collaborations

The webinar section should eventually become part of the wider educational ecosystem, rather than simply a list of Zoom events.

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13. My Publications

This should be positioned as a Knowledge / Publications area, rather than simply an online shop.

From Clinical Practice to Published Knowledge

This section will showcase my publications, clinical work, educational resources and book/publication projects.

The page should include:

- Introduction to the publication
- Why it was created
- Its educational / clinical value
- The publication itself

- Author information
- Purchase option
- Price
- Add to Cart

Where relevant, individual publications should have their own dedicated pages.

The objective is to establish the platform as an educational and clinical knowledge source, not simply a place where a book is sold.

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14. Blog / Clinical Insights

The Blog should become an ongoing educational journal.

Possible content categories:

Ultrasound Insights — Short educational pieces explaining important ultrasound concepts.

Clinical Cases — Interesting cases with a focus on assessment, interpretation and clinical reasoning.

Anatomy — Focused discussions about relevant facial anatomy.

Complications — Educational discussions around assessment and ultrasound findings.

Research & Publications — Commentary on new research and developments in the field.

Education — Reflections on learning ultrasound and integrating it into aesthetic practice.

Events & Collaborations — Updates from courses, webinars and international teaching.

The writing should feel expert but accessible, never like a dry academic archive.

15. Feedback / Practitioner Experiences

I would like a dedicated Feedback / Testimonials page.

The purpose is not simply to display five-star reviews.

It should communicate what practitioners experienced and changed after training.

For example:

> *“The course changed the way I look at the face.”*
>
> *“I left with a completely different approach to ultrasound.”*
>
> *“It gave me the confidence to integrate ultrasound into my everyday practice.”*

The design can take inspiration from the testimonial experience on The Kate Goldie Experience website, while using our own visual identity and original practitioner feedback. (kategoldieexperience.com)

Where possible, testimonials should include:

- Practitioner name
- Professional title
- Country
- Photograph
- Course attended
- Short testimonial

Video testimonials would also be valuable in the future.

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16. FAQ

The FAQ section should appear at the bottom of the Home Page, with a dedicated FAQ page available later if needed.

Questions should cover:

- Who are the courses for?
- Do I need previous ultrasound experience?
- Are the courses suitable for beginners?
- Are the courses suitable for experienced injectors?
- What healthcare professionals can attend?
- Are the courses hands-on?
- How do online courses work?

- How long do I have access to an online course?
- How do I access my purchased course?
- Will I receive a certificate?
- Where are the physical courses held?
- Do you offer international training?
- Do you offer private or clinic-based training?
- How can I collaborate or host a course?
- What payment methods are available?
- What is the cancellation / transfer policy?

The FAQ should be written clearly and professionally, with the aim of removing hesitation before booking.

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17. International Collaborations

This is an important part of the long-term vision.

The website should communicate that this is not a local course provider.

The ambition is to build an international aesthetic ultrasound education community.

The 2026 agenda can include:

- International physical courses
- Guest faculty
- Expert collaborations
- Webinars with international practitioners
- Training partnerships
- Educational collaborations
- Conference teaching
- Clinic-based training

The website should therefore be designed to accommodate new cities, countries and collaborators without needing to rebuild the structure each time.

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18. Home Page

The Home Page should immediately communicate the positioning.

Hero section

See Beyond the Surface.

Aesthetic Ultrasound Education for Modern Aesthetic Practice

Learn to see anatomy differently, interpret what you find, and integrate ultrasound into more informed clinical decision-making.

> *Explore Courses* | *Explore Training*

Next section

Ultrasound changes what you can see.

And what you can see changes how you think.

Aesthetic ultrasound gives practitioners another layer of clinical information.

It can help you understand anatomy, assess previous treatments, investigate unexpected findings, recognise vascular structures and approach complications with greater clarity.

Our education is designed to turn that information into clinical understanding and confident decision-making.

Education pathways

Choose Your Way to Learn

Online Courses — Structured digital education you can access and revisit at your own pace.

Physical Courses — Hands-on training, live scanning and clinical cases.

Masterclasses — Immersive small-group experiences for practitioners ready to go deeper.

Webinars — Focused clinical teaching and case-based learning throughout the year.

Signature philosophy

From Seeing to Understanding.

Ultrasound is not the destination.

It is a way of seeing.

The goal is to develop practitioners who can scan systematically, interpret intelligently and integrate ultrasound findings into their wider clinical thinking.

2026 section

2026: A New Chapter in Aesthetic Ultrasound Education

A growing programme of courses, masterclasses, webinars and international collaborations.

New educational formats.

New clinical cases.

New collaborations.

And a growing digital library designed to support learning beyond the classroom.

> *Explore the 2026 Programme*

Community section

Join the Aesthetic Ultrasound Community

Be the first to hear about:

- New course dates
- International training
- Webinars
- Clinical insights
- New publications
- Collaborations
- Educational resources

Join the Community

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19. The Feel of the Website

The design should be:

- Premium
- Minimal
- Clinical
- Editorial
- International
- Calm
- Sophisticated
- Image-led
- Not overly corporate
- Not overly “medical blue”
- Not like a generic online course platform

I want the website to have the feeling of a specialist educational brand.

The inspiration from The Kate Goldie Experience should be in the positioning and experience, not in copying the visual identity or wording.

Their strongest idea is that education can change how a practitioner thinks and approaches their work. That principle should be translated into the world of aesthetic ultrasound. (kategoldieexperience.com)

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20. The Long-Term Vision

The website should be built so it can grow.

Today it may begin with:

> *Courses + Physical Training + Webinars + Publications + Blog*

But the long-term platform should be capable of becoming:

Aesthetic Ultrasound Education Hub

A central place where practitioners can:

- Learn
- Train
- Revisit clinical material
- Watch cases

- Attend webinars
- Read publications
- Discover research
- Connect through collaborations
- Attend international courses
- Continue their professional development

The ambition is not to create a website that simply tells people:

> *“Here are my courses.”*

It should communicate:

> *“This is a place to develop how you see, understand and practise aesthetic medicine through ultrasound.”*

That is the positioning I want the entire website to carry.

21. Functional Requirements

The website should support:

- Customer account creation
- Secure online payment
- Course purchasing
- Customer Dashboard
- Manual course activation / access control
- Video hosting and protected course content
- Course progress tracking
- Physical course booking
- Event dates and locations
- Location / map links
- Publication / book purchasing
- Blog management
- Testimonials / feedback management
- FAQ management
- Webinar listings
- Email/community sign-up
- International course locations
- Future collaboration pages
- Mobile-responsive design

Payment

All website payments will be online.

Customer subscription

Customer account/subscription access will be free.