

Alabama Clinical Skincare Company Expands Availability

Southern dermatologists invited to collaborate on new, climate-specific, skin education videos.

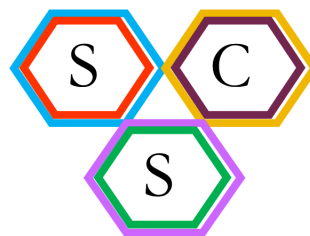
FLORALA, AL, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Southern Clinical Skincare (SCS), a luxury clinical skincare brand headquartered in Florala, Alabama, under Southern Beauty Group, Inc., announces its expansion from a dermatologist and med-spa-exclusive line to direct-to-consumer availability. The full SCS product line, previously accessible only through skin care professionals, is now available directly to Southern consumers through the brand's new ecommerce website (southernclinicalskincare.com). The product line, formulated specifically for the skin stressors of intense heat, humidity, and UV of the South, is available exclusively in 11 Southern states.

"Most skincare is developed for the average of all ages and skin types in order to market to a global audience for maximum profit potential. Southern Clinical Skincare was developed around a different premise: scientifically formulate for the specific climate and environment in which our skin lives. Here in the South, this means consistently high heat, high humidity, and nearly year-round UV exposure — the Southern Triad™," said company founder,



Summer Best Seller Water Cream Hydrator

**SOUTHERN CLINICAL
SKINCARE®**



The Science of Southern Beauty™

Southern Clinical Skincare



I developed Southern Clinical Skincare specifically for the Southern environment... a compounding combination of intensely high heat, humidity, and near year-round UV exposure — the Southern Triad™”

Lydia Becker

Lydia Becker. All products are also intentionally fragrance-free and formulated for reactive skin. More than a decade of research, formulation, and testing went into creating a brand that remains available in only Southern states, even with the expansion to direct-to-consumer online sales.

A Call to Southern Dermatologists

As SCS reaches consumers directly for the first time, the brand is inviting board-certified dermatologists practicing across the South to collaborate on its Southern Skin Science section. SCS is seeking dermatologists willing to contribute short educational videos speaking from a clinical point of view to how heat, humidity, and extended

UV exposure affect Southern skin — helping consumers understand the "why" behind regional skin care, not just the "what." Dermatologists interested in participating are encouraged to contact Reinhardt Steenrod at media@southernclinicalskincare.com.

The science and education behind the products are just two of the main reasons why they are so favored by skin care professionals. The new website prominently features the Southern Skin Science section which includes numerous educational articles, a comprehensive Active Ingredient Compatibility Guide, and Ingredient Glossary, all backed by documented scientific studies. A skin type quiz instantly identifies skin type and recommends a full regimen for the identified type plus any modifiers.

Availability

- Direct-to-consumer: southernclinicalskincare.com
- Professional: Dermatologist offices and med spas in eleven Southern states
- inquiries: media@southernclinicalskincare.com

About Southern Clinical Skincare Southern Clinical Skincare is a luxury clinical skincare brand formulated around the Southern Triad™ — heat, humidity, and near year-round UV exposure — sold direct-to-consumer and through wholesale channels to skin care professionals across the South. Southern Clinical Skincare is a brand of Southern Beauty Group, Inc.

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