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LAITHMD.COM

MEDIA KIT — 2026

# Dr. Laith Ahmad

Non-Surgical Aesthetic Physician · Medical Educator  
Amman, Jordan

3.2M+

VIEWS IN 90 DAYS

237,519

TIKTOK FOLLOWERS

92%

OF THE AUDIENCE ARE WOMEN



a consistent editorial line: conservative dosing, facial-anatomy-first planning, and results that keep expression intact.

That same line runs through the content. Every reel is a clinical explanation before it is a piece of media: what the product does, who it suits, what it cannot do, and what the recovery honestly looks like. It is the reason 69% of views

## ABOUT

## Dr. Laith Ahmad

Dr. Laith Ahmad is a non-surgical aesthetic physician who has built one of the Arab world's most-watched medical education audiences by doing something unusual: explaining injectable medicine honestly, in Arabic, to the people who are actually considering it.

come from the Arab world, and why more than a third of TikTok discovery arrives through search rather than the feed.

For an aesthetic brand, that combination is rare — a practising injector with genuine regional scale, a female audience concentrated in the treatment-decision age bracket, and a track record of explaining products rather than merely displaying them.

## PRACTICE FOCUS

Botulinum toxin

Dermal fillers

Biostimulators (Radiesse)

Skin boosters

PRP — face

PRP — hair

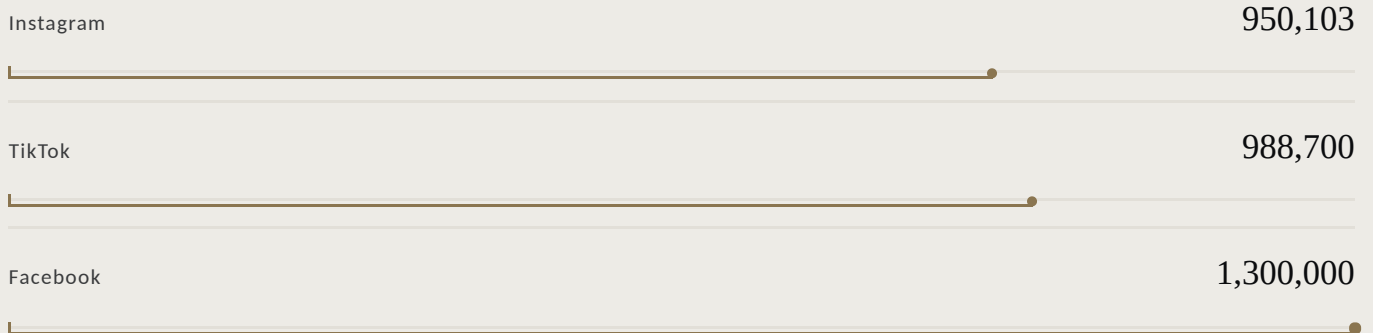
Microneedling

Online consultation

## REACH

# Three platforms, one audience

Combined views across Instagram, TikTok and Facebook over ninety days, taken directly from each platform's own analytics.



3,238,803

TOTAL VIEWS · 90 DAYS

237,519

TIKTOK FOLLOWERS

100K+

FACEBOOK FOLLOWERS

259,430

ACCOUNTS REACHED (INSTAGRAM)

All figures taken directly from native platform analytics screenshots supplied by Dr. Laith Ahmad.  
No estimated, projected or third-party numbers are used.

PLATFORM

# Instagram

259,430 accounts reached · 90 days

950,103

VIEWS

259,430

ACCOUNTS REACHED

37,259

INTERACTIONS

+4,616

NET NEW FOLLOWERS

Reels 831K

Stories 101K

Posts 969

From followers 30.6%

From non-followers 69.4%

69.4% of all views come from non-followers — the account behaves as a discovery channel, not an echo chamber.

PLATFORM

# TikTok

237,519 — Total followers

988,700

+119.5%

POST VIEWS

22,400

+103.6%

LIKES

3,800

+111.6%

SHARES

12,700

+87.6%

PROFILE VIEWS

For You feed

57.8%

Search

36.0%

440,000

+56.1%

VIEWERS (60D)

280,400

+95.0%

NEW VIEWERS (60D)

36% of views arrive through search. This is intent-led traffic: people actively looking for answers about injectables before they book.

PLATFORM

# Facebook

100,000+ followers · milestone crossed within the reporting window

1,300,000

VIEWS

380,000

VIEWERS

136,000

+13%

ENGAGEMENT

+9,700

AUDIENCE GROWTH

Views

1.3M

3-second views

597K

1-minute views

184K

184,000 full-minute views. Long-form retention on a platform built for scrolling — the audience stays for the explanation.

AUDIENCE

# Who is watching

GENDER



Facebook audience 92% women. TikTok viewers 82% women.

AGE • INSTAGRAM

|       |       |   |
|-------|-------|---|
| 13-17 | 0.6%  | ● |
| 18-24 | 9.8%  | ● |
| 25-34 | 33.2% | ● |
| 35-44 | 31.6% | ● |
| 45-54 | 17.5% | ● |
| 55-64 | 5.5%  | ● |
| 65+   | 1.8%  | ● |

AGE • FACEBOOK

|       |       |   |
|-------|-------|---|
| 25-34 | 24.6% | ● |
| 35-44 | 38.1% | ● |
| 45-54 | 23.3% | ● |
| Other | 14.0% | ● |

82.3% of the Instagram audience sits between 25 and 54 — the exact decision-making bracket for injectables, energy devices and skin-quality treatments.

MARKETS

# Where the audience is

INSTAGRAM · AUDIENCE

|         |       |   |
|---------|-------|---|
| Jordan  | 22.2% | ● |
| Syria   | 18.7% | ● |
| Iraq    | 9.4%  | ● |
| Morocco | 5.7%  | ● |
| Algeria | 5.1%  | ● |

FACEBOOK · AUDIENCE

|        |       |   |
|--------|-------|---|
| Syria  | 43.0% | ● |
| Libya  | 11.4% | ● |
| Jordan | 11.2% | ● |
| Other  | 34.4% | ● |

TIKTOK · FOLLOWERS

|              |       |   |
|--------------|-------|---|
| Jordan       | 11.7% | ● |
| Saudi Arabia | 10.4% | ● |
| Iraq         | 10.1% | ● |
| Libya        | 4.1%  | ● |

TIKTOK · VIEWERS

|                      |       |   |
|----------------------|-------|---|
| Saudi Arabia         | 24.7% | ● |
| Iraq                 | 12.0% | ● |
| Türkiye              | 7.3%  | ● |
| United Arab Emirates | 5.5%  | ● |
| Lebanon              | 5.1%  | ● |
| Palestine            | 4.8%  | ● |
| Algeria              | 3.6%  | ● |
| Egypt                | 3.4%  | ● |
| Kuwait               | 3.4%  | ● |

One clinic in Jordan; a patient base across the Levant, the Gulf and North Africa. Partner reach is regional, not local.

## COLLABORATION

# How brands work with us

01

## Product launch content

Arabic-language launch films for a new toxin, filler, biostimulator or device — mechanism, indication, ideal candidate and honest limitations, shot in clinic.

1 hero reel (60–90s) · 3 cut-downs · 5 stories · 1 static carousel

02

## Sponsored medical education series

A multi-episode Arabic series on a therapeutic area — ageing anatomy, skin quality, hair restoration — carrying a single brand as educational partner.

4–6 episodes · pinned playlist · cross-posted on all three platforms

03

## Injector training & workshops

Hands-on and didactic training for physicians on brand protocols, delivered in Arabic or English, in-clinic or at a partner venue.

Half-day or full-day format · live demonstration · recap content

04

## Congress & event coverage

On-site Arabic coverage of launches, symposia and congresses — bringing a regional audience inside a room they cannot attend.

Daily stories · 2 recap reels · post-event summary

## COLLABORATION

# Extended partnership formats

05

## Clinical case documentation

Consented before/after documentation with standardised photography and honest timeline reporting for a specific product protocol.

Standardised imaging · timeline reel · usable case data

06

## Annual brand ambassadorship

Category exclusivity across twelve months, with a committed content calendar, event presence and first-look access to launches.

Retainer basis · quarterly planning · usage rights included

07

## Paid usage & whitelisting

Licensed use of produced assets across the brand's own paid media, with defined territory and term.

Territory- and term-defined licence · handle whitelisting

08

## LaithMD Verified Clinics

A forthcoming regional directory of vetted clinics and injectors. Founding-partner positions are open to brands supporting standards, training and authentic-product verification.

Founding partner · category placement · standards council seat

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Fees and usage rights are scoped by deliverable, term and territory — rate card on request.



CONTACT

# Let's start the conversation

For commercial enquiries, partnerships and medical training, please use the channels below.



|              |                                                                             |
|--------------|-----------------------------------------------------------------------------|
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| FACEBOOK     | <a href="https://www.facebook.com/dr.laith.ahmad">dr.laith.ahmad</a>        |
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