MEDIA KIT · NOVEMBER 2026

Helene Winther

Registered nurse and skin expert, known as Hudsykepleieren (the skin nurse)



8.8K
followers on Instagram

1.1K
followers on TikTok

323K
views on Instagram in the last 60 days

About *Helene*

Professional authority in skin, skincare and aesthetic medicine

Helene Winther is a registered nurse, skin therapist and cosmetic dermatology nurse. She runs Skin Clinic Drammen and the online shop Skinshop.no, hosts the podcast Skin Deep and teaches at InciDerm Akademi. On Instagram and TikTok she explains skin health, skincare and treatments in an accessible, personal and clear way, and she only recommends what she stands behind herself.

01 **17 years as a registered nurse** and 9 years in aesthetic medicine.

02 **Runs Skin Clinic Drammen and Skinshop.no.** Hosts the podcast Skin Deep and teaches at InciDerm Akademi.

03 **Quoted as an expert** in Dagbladet, Nettavisen, Side2 and Melk & Honning, among others.

04 **Further education** in skincare and dermatology from the University of South Eastern Norway (USN) and SenZie Akademiet.

Audience

INSTAGRAM **8.8K** followers

323K
views in 60 days

55 %
of views come from people who do not follow her

Followers: 95% women, 38% aged 35 to 44 and 21% aged 45 to 54. 93% in Norway.

TIKTOK **1.1K** followers

168K
views in 60 days

369K
unique viewers in the last year

224K
views on the most viewed video

Numbers from Instagram and TikTok, October 2026. The audience refers to followers on Instagram in the last 30 days. The numbers cover different periods and cannot be added together.

How we can *work* together

01 **Social media collaborations**

Content on Instagram and TikTok for brands in skincare, beauty and health.

02 **Expert comments and interviews**

Expert comments on skin, skincare and treatments for newspapers, magazines and websites.

03 **Podcasts**

Guest on podcasts about skin, health and beauty, and host of her own podcast Skin Deep.

04 **Talks and courses**

Talks and teaching on skin health and skincare, with experience as a teacher at InciDerm Akademi.







FEATURED IN

Dagbladet · Nettavisen · Side2 · Melk & Honning ·
Drammens Tidende · Helt Krem · Supermygg

TOPICS

Skin health | Skincare | Acne | Rosacea | Ageing skin | Sun protection | Aesthetic treatments

Want to work with Helene?

Prices on request. Send us an email about what you have in mind,
and we will get back to you quickly.

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