

# The Renewal Institute proudly announces two senior appointments

By [Maureen Allem](#), issued by [Skin Renewal](#)

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The Renewal Institute incorporates skin, body, health, sleep and brain renewal - a collection of aesthetic and wellness clinics that offer a holistic approach to anti-ageing treatments and healthcare. The company is proud to announce the recent appointment of two senior partners - [Morné Steenkamp](#) as chief operating officer and Gerald Seftel as non-executive chairman.



Steenkamp previously held the position of country head for Allergan Pharmaceuticals South Africa and sub-Saharan Africa. He has a doctorate in Sports Psychology and completed tertiary financial and strategic education at Cambridge University in England. His more than a decade's worth of experience working in the South African aesthetic industry has given him a wealth of expert knowledge. This and his proven skill as a people-orientated team builder will play a significant role in the future growth of the Renewal Institute.

"I am extremely excited to join the experienced team at Renewal Institute," says Steenkamp. "I passionately believe in the future of the medical aesthetics industry and look forward to grow within this dynamic company."

[Gerald Seftel](#) was previously the chairman of Genop that was recently sold to EJ Adcock Ltd. He served as that company's CEO and facilitated the establishment of Allergan's direct representation in South Africa. He is a pharmacist by profession and, over the last twenty years, has gained extensive experience regarding the South African aesthetic industry.

Steenkamp and Seftel have worked together closely over the last 10 years. During this time, they've developed a tremendous working relationship with The Renewal Institute. Skin Renewal founder and medical director [Dr Maureen Allem](#) and CEO Victor Snyders will remain in their existing positions, and are thrilled that both Steenkamp and Seftel have chosen to join the Renewal Institute. The newly appointed duo's knowledge and experience will be invaluable in the future and the company is looking forward to prospering as a team.

To find out more about the Renewal Institute, visit <http://www.renewalinstitute.co.za/>.

## ABOUT THE AUTHOR

Dr Maureen Allem is the founder and Medical Director of the Renewal Institute. She is a general practitioner with a special interest in aesthetic procedures and integrative and anti-ageing medicine. Dr Allem was one of the first in South Africa to train other doctors in botulinum and dermal filler procedures. She frequently travels the world attending global anti-ageing congresses and laser forums to keep abreast of innovations in her sphere. She is one of the founding committee members of the Aesthetic and Anti-Ageing Medicine Society of South Africa (AAMSSA).

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