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Don't Forget!!

Wednesday, April 15th at 1pm EST

Join Cheryl Whitman for a live webinar and learn about:

"Integrating Medical Weight Loss Into Your Aesthetic Practice"

Learn how to improve your level of patient care, and substantially increase your current practice revenue without insurance.



Hosted by: **The Center for Medical Weight Loss**

The perfect compliment for the aesthetic practice, find out how to attract medical weight loss patients to your existing practice... many of these bariatric patients cross over to cosmetic services.

Registration is required: Go to our website: <https://mdbethin.webex.com/mdbethin>, Click on the Training Center tab and then on the Upcoming tab. Click Register, enter the Registration Password: C123456 and complete your registration information. Should you have problems with registering, please don't hesitate to contact Marion Coletti at marian@mdbethin.com

Come meet Cheryl Whitman when she will be speaking at the following:

IECSC NEW YORK 2009

At Jacob Javits Convention Center

April 26-28, 2009 New York, NY

Monday, April 27, 2009, 10:45AM-12:00PM

"Looking at Your Business Through a Magnifying Glass"

Tuesday, April 28, 2009, 10:00AM-1:00PM

"Branding Your Medical Aesthetics Practice to Increase ROI"

and later as part of a Panel Discussion

2:00PM-3:30PM

"The Nuts and Bolts of Lasers, Lights and Emerging Technologies"

For more information please go to: www.iescs.com

AMMG-Age Management Medicine Group

Clinical Applications for
Age Management Medicine:
Preparing Comprehensive Patient Treatment Plans

April 30 - May 3, 2009, Boca Raton Resort & Club, Boca Raton, Florida

Please join Cheryl on April 30, 8:00AM, when she will be speaking on:

"Systemic Approach to Patient Assessment and Consultation for Optimized Outcomes in Aesthetic Medicine"

For more information please go to: www.agemed.org



The Botox of Tomorrow: Five Cutting-Edge Skin Treatments

They're coming...Powerful new anti-aging treatments that will revolutionize the way we slow the aging process.

By Lindsay Van Gelder, Allure Magazine

1. THE WRINKLE RELAXER

Botox has its powers, but speed is not one of them. The injections take up to a week to start relaxing wrinkles. Enter Reloxin, which pending approval by

the FDA later this year, shows results in as little as two days. According to director of the University of Miami Cosmetic and Research Institute Leslie Baumann, who helped test it, Reloxin also lasts about five months, as opposed to three or four with Botox.

2. THE SKIN RESURFACERS

Traditional CO2 lasers were effective at smoothing fine lines, wrinkles, stretch marks, and scars. But they had such long and painful recoveries and involved risks like bleaching and scarring. The new fractional CO2 laser allows faster healing and fewer side effects, along with phenomenal results (like a 43 to 80 percent reduction in the depth of acne scars, which are notoriously hard to treat). Unlike its predecessor, it can be used safely on the neck and body, too.

3. THE EYELASH EXTENDER

Latisse, a new lash treatment from Allergan, actually makes eyelashes grow!

[Read more...](#)

Aging Skin Doesn't Have to Be Wrinkled

One cream that really works: a good sunscreen

By Lindsay Lyon, US News

While birthday cakes may gain a candle every year, the appearance of dreaded crow's feet and creases, luckily, isn't so inexorable. To some extent, simple



steps can prevent wrinkles from forming. And even when those time-wrought lines start to appear, it's in our power to contain the damage.

By far, the most fundamental component of wrinkle prevention is sun protection, since sun exposure, compounded by other environmental insults, accounts for the vast majority of wrinkles. The rest are caused by uncontrollable factors such as genes and years of repetitive muscle movements, says David J. Leffell, a professor of dermatology and surgery at the Yale School of Medicine and author of *Total Skin*.

While prevention of sun damage ideally begins in childhood, it's never too late to start safeguarding skin, to retard further harm, he says. With time, rays break down collagen and elastin tissue, which keep skin supple and pliant. While the body can replenish some of what's lost, its repair mechanisms do falter over time. "By the late teens, early 20s, if you aren't careful, you're going to have damage outstripping any repair that the body can do," says Leffell.

Sun care is simple: Use sunscreen or a sun-protective moisturizer year-round--even in winter, he says. A minimum of SPF 30 is ideal, as is a product that contains zinc oxide or Parsol 1789, which protect against UVA radiation. (SPF reflects only UVB protection.)

[Read more...](#)



So Botox Isn't Just Skin Deep

By NATASHA SINGER, NY Times

DR. MARK STILLMAN, the director of the Center for Headache and Pain at the Cleveland Clinic, has a treatment for people

with frequent migraines: he injects Botox around the head and neck.

Dr. Andrew Blitzer, the director of the Center for Voice and Swallowing Disorders at St. Luke's-Roosevelt Hospital Center in Manhattan, has an antidote for speech impediments caused by vocal cord problems: he injects Botox into the larynx.

Dr. Fredric Brandt, a dermatologist in Manhattan and Coral Gables, Fla., has a novel procedure for oily skin and skin redness.

You guessed it: Botox.

Over the last decade, Botox has become a synonym for the eradication of wrinkles, a kind of shorthand for the entire enterprise of cosmetic medicine. But now, with the popularization of new medical uses, therapeutic applications of the drug are poised to outstrip the cosmetic treatment in both revenue and prominence.

In the hunt to discover the next blockbuster medical use for Botox, doctors have injected it experimentally into muscles and glands all over the body, making it medicine's answer to duct tape. According to recent medical journals, physicians have used it to treat chewing problems, swallowing problems, pelvic muscle spasms, drooling, hair loss, anal fissures and pain from missing limbs.

"We see it as a molecule that keeps on giving. As we understand it more, it gives us new ideas of how to use it," says Dr. Mitchell F. Brin, a neurologist who is the chief scientific officer for Botox at Allergan, the drug's maker. No other therapeutic agent "has so many demonstrated uses," he says. But some health advocates worry that doctors are widely adopting novel uses for Botox before federal guidance and rigorous clinical studies have established safe and effective dosages for the new treatments.

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About beautiful forever...

beautiful forever Aesthetic Business Consulting is a cutting edge consulting firm for anyone looking to open a new Aesthetic Medical Practice, Medical Spa, Cosmetic Laser Center, Wellness Center or Day Spa.

beautiful forever helps with every aspect of any medical spa or aesthetic medical practice development with access to a vast network of aesthetic business related resources, a team of seasoned professionals, over 100+ years of combined experience in the field of development, and creativity and dedication to service.

beautiful forever's mission as a company is to offer their clients the ultimate in Aesthetic Business Consulting Services, focusing on building a spa environment based on exceptional service standards, a unified staff, revenue growth, attention to detail, and a continuously evolving innovative plan for future operations.

beautiful forever's consultants can help medical professionals and entrepreneurs find their niche by evaluating project goals and customizing a program to specific needs and budgets, making them ideal business partners.

Their expertise results from hands-on experience with all the different components of the aesthetic medical business. They are dedicated guides through each and every aspect of planning, from developing a business plan and organizing site development to overseeing all stages of product development and design of promotional materials.

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