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Medical Spa Business Consulting

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Your Complete Medical Spa Business Solution

FOR IMMEDIATE RELEASE:

**'BEAUTIFUL FOREVER' FOUNDER CHERYL WHITMAN
THE GORDON RAMSEY OF THE AESTHETIC MEDICAL BUSINESS**

This year's Aesthetic Show and International Esthetic, Cosmetic and Spa Conference in Las Vegas proved that only the best and most astute experts in their fields were in attendance. Doctors and aestheticians converged on the Las Vegas to show their wares and expertise to thousands from the public and respective industries.

In attendance was one keynote speaker, Cheryl Whitman, founder of the aesthetic business consulting firm Beautiful Forever. Cheryl's unique insight into how best to master the necessary complexities of starting and running a successful aesthetics business is the most highly sought after expertise in the field. She's been referred to as 'The Gordon Ramsey of the Aesthetic Medical Industry' as a result of her ability to come into an aesthetic based business and focus in on those elements that will make it a success in the shortest amount of time possible.

Whitman says 'Now is a critical time for spas and medical spas and anyone who has a medical aesthetic element in their practice to take the time to look at the whole picture of their business. Certainly the economy has taken a hit and that has an effect, but spas and medical spas are one of the most overlooked indicators of how the economy is doing...there is a direct correlation to the strength of the economy and what kind of activity spas and aesthetic medical practices are seeing. If you're not ready for the upswing in your medispa, it will spell disaster for your business.'

In addition to the seminar Whitman gave to aesthetic business people, she was also included in a featured aesthetics expert conference during the IECSC in Vegas with three of the most renowned medical aesthetic

experts in the country. Among them were Dr. Marcy Street, board certified dermatologist and creator of the Doctor's Approach line of skin care products, Dr. Wesley Hall, board certified plastic surgeon from Reno Nevada, and board certified plastic surgeon Dr. Edward Zimmerman from Las Vegas.

Here are just a few of the insights and accolades Cheryl received as a result of the lectures she gave during the conference:

The packaging of her knowledge, enthusiasm and humor is a great carrier of the critical message she delivers when it comes to the best way to run your business!-Angela Pelsner

Loved your class!!! I only regret was not getting into an earlier class. Next convention you are on the top of my list..;-)-Raylene Debrew

I found myself sitting there amazed by her ability to see what issues we were having without ever having stepped foot in our medispa. She knows her stuff like no one I've ever met! -Mina Lourdes

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