



beautiful forever
Medical Spa Business Consulting

877-772-6334

Your Complete Medical Spa Business Solution

February 18, 2009

Please join 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, Florida

Please join Cheryl when she will be speaking about:

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

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



When My Wrinkles Hit the Pillow

...

By TERRY TRUCCO

Published: NY Times, January 28, 2009

IT is a seductive idea: you go to sleep and your pillowcase (or mattress or comforter) goes to work, nourishing your skin and improving your appearance in ways a good night's rest can't quite muster.

Call it the ultimate beauty sleep.

Celebrities know all about it. Doris Day is said to have slept in Vaseline and Saran Wrap. Madonna slathers herself in high-priced face cream and wears a plastic body suit to bed, or so say the gossip sites.

And now from the bedding industry, where some manufacturers hope to redefine the meaning of antiwrinkle sheets, comes beauty bedding, a small but growing army of pillows, sheets, blankets, comforters and mattresses made from high-tech fabrics built to perform double duty. By day they labor as bed coverings. By night they dispense minute amounts of health and beauty aids through surface contact with the skin.

The bedding comes buttressed with additives -- and claims -- more common to cosmetics than comforters, such as seaweed mattress ticking that purports to rejuvenate skin and aloe vera pillow covers and blankets that promise to soothe skin and moisturize. And depending on the manufacturer, copper-inflected pillowcases are designed to help reduce the appearance of facial wrinkles, fight bacteria, smite dust mites and even benefit sufferers of eczema and psoriasis.

[read more....](#)

Experts offer New Year's predictions for cosmetic surgery

Publish date: Jan 14, 2009

By: Bill Gillette

Los Alamitos, Calif. -- The American Society for Aesthetic Plastic Surgery (ASAPS) asked leading plastic surgeons around the country to submit their predictions for cosmetic surgery in 2009. Here's what they saw in their crystal ball:



- As it has over the past decade, the diversity of patients treated will continue to be a strong trend. The appeal of both aesthetic surgery and cosmetic medicine will reach all demographic corners of the population as plastic surgeons tailor treatments to meet the unique needs of various ethnic groups.
- The popularity of fillers such as Evolence, Juvederm, Restylane and others will continue to increase as products evolve and new players enter the market.
- The number of patients seeking plastic surgery procedures for body contouring after dramatic weight loss (abdominoplasty, lower body lift, upper arm lift, etc.) will rise.
- Reloxin, an injectable form of botulinum toxin Type A, will gain FDA approval and compete with Botox, the most popular cosmetic procedure over the past five years. Other similar products may begin to enter pre-market clinical trials.

[read more...](#)

Noted Rater of Restaurants Brings Its Touch to Medicine

By Milt Freudenheim

Published: NY Times, February 15, 2009

Nina Zagat, the queen of eat-and-tell restaurant guides, is invading a new and even trickier reviewing niche: doctors.

The ubiquitous Zagat guides are known for an assortment of mostly leisure-related topics including hotels, spas, golf courses, movies and nightlife. Now the editors are asking people covered by one of the country's largest commercial insurers to post reviews of their doctors and rate them in categories like trust and communication.

As in other Zagat guides, the responses are summarized and presented as scores that, in this case, are edited by the insurance company WellPoint. They can be viewed only by WellPoint customers. The reviews are being introduced online to millions of WellPoint's Blue Cross plan members across the country.

Ms. Zagat said in an interview that unlike the food reviewers, patients are not encouraged to be "pithy and witty" (you will not read how a doctor's "icy hands" and "crowded waiting room" made the exam "a downer").

Not surprisingly, many doctors, including those in California, Connecticut and North Carolina, where the Zagat-WellPoint venture was first introduced, have given the idea low marks.

[Read more...](#)



Separate Your Business from the Competition!!

Announcing... the updated, second edition of
our highly successful Medical Spa Success
System!!

the Aesthetic Medical Success System

A Complete Educational Guide to Building, Managing and Marketing Your
Cosmetic Practice or Medical Spa

Knowledge that you can immediately implement into your practice!

Take advantage of our *Success Package*, which includes:

- **\$500 discount on your purchase**
- **30 minute consultation with one of our experts**
 - **free website assessment**

Our gift to you to help ensure your future success!!*

We offer you all the benefits of the original MSSS now with exciting updated information including:

- comprehensive laser guide
- marketing manual
- complete vendor list
- important industry statistics
- job descriptions and the interview process
- and much more...

For a reasonable investment on your part, you get all the tools and knowledge you need to be successful:

Our 500+ page manual that walks you through concept creation and branding, selecting a market niche, choosing your location, creating a menu, identifying marketing tactics, reviewing legal and insurance issues, and operating efficiently.

Customizable CD Rom that includes: employee handbook, operating manual, marketing and business plan templates, treatment protocols, project time line, and job descriptions.

Learn how to choose the right staff, answer phone calls effectively, provide concise consultations, and manage your business.

Includes consulting time with a beautiful forever medical spa expert.

***Please call our office to order now!!**

www.aestheticmedicalsucces.com

About beautiful forever...

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

beautiful forever helps with every aspect of any medical spa development with access to a vast network of medical spa related resources, a team of seasoned

professionals, over 100+ years of combined experience in the field of spa development, and creativity and dedication to service.

beautiful forever's mission as a company is to offer their clients the ultimate in Medical Spa 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 medical spa 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.

www.medicalspaconsultant.com
