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Medical Spa Business Consulting

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Your Complete Medical Spa Business Solution

May 14, 2009

Please join **Cheryl Whitman** when she will speak at the following:

The Aesthetics Show -June 5 - 7, 2009
Caesars Palace, Las Vegas, Nevada

"Anti-Aging Skincare and Aesthetic Enhancements, Adding Them to Your Practice and How to Sell Them"
Saturday, June 6, 6:00pm-6:15pm

"Critical Marketing Mistakes Cosmetic Practices Make"
Sunday, June 7, 11:20am-11:40am

Join Cheryl after for Q & A **"Ask the Experts"**
11:40am-12:00pm following her speaking session.

Please come visit us in booth number P3 and sign up for your complimentary one-on-one consultation with Cheryl.

For more show information please go to: www.miinews.com/aesthetic



IECSC - June 13 - 15, 2009
Las Vegas Convention Center

"Looking at Your Business Through a Magnified Glass"
Sunday, June 14, 12:45pm - 2:00pm
And later at 3:45pm - 5:00pm, Cheryl is moderating a panel on **"Lasers, Lights and Emerging Technology"** with Dr. Hall and Dr. Street.

"Aesthetic Medical Success and Expanding Your Practice"
Monday, June 15, 2:00pm - 5:00pm

Please come visit us in booth number 1856 and sign up for your complimentary one-on-one consultation with Cheryl.

For more show information please go to: www.iecsc.com

If you are unable to attend the shows please call our office NOW to schedule your complimentary 30 minute consultation with one of our experts!



FOR IMMEDIATE RELEASE:

Going green is the new gold standard in business...

And interestingly enough, the spa and aesthetic medical industry has known this for the past five years!

Cheryl Whitman, founder of Beautiful Forever the leading aesthetic business consulting firm in the United States, explains: "Spas and aesthetic practices don't have the time or the inclination to deal with loads and loads of paper. The fact is, it becomes too cumbersome from a business standpoint to purchase, manage and store the mounds of paper that a single two or three room facility can create. By the time a single piece of paper is purchased, printed, taken through to its natural usefulness and stored, that single piece of paper can end up costing a business a small fortune, and if copies have to be made of that single page, the cost involved gets exponentially higher."

Cheryl says that these types of businesses have historically had an inherent concern for the environment. Low impact, renewable energies, and an overall 'greening' of the entire spa and aesthetic medical concept have been slowly and gradually implemented across the country over the last five years. "Clients in the aesthetic industry want to ensure that they are having the most minimal impact possible while at the same time being able to take care of themselves. The notion of guilt free pampering is growing."

Cheryl believes that practically every other type of business could take the aesthetic industry model and use it to their advantage when it comes to greening up their businesses. 'The fact is nowadays when you save a tree or don't need to buy inks that will only end up in a landfill, the word green begins to refer to how much more money can be made available to your endeavors.'

So what are some of the top examples of costs and how this impacts a company's bottom line? The ink in your computer printer is among the world's most expensive liquids, with a price per ounce outpacing brand names like Dom Perignon Champagne, and dwarfing household products like milk. See how it stacks up, in price per ounce:

- Printer ink: \$60.88 Dom Perignon: \$4.53 Milk: 3 cents

Source: San Francisco Chronicle

- The U.S. pulp, paper, and paperboard mill industry is comprised of approximately 270 companies with combined annual revenue in excess of \$70 billion.

How to save? Here are some ways!

- 50% by using duplex (two-sided) copying.
- 30% a year by installing software that eliminates unnecessary printout pages.
- 15% by using the Arial Narrow font.
- 30% of billing related costs by switching to electronic payment and billing services.
- 40% of overall document-related costs by implementing a digital document management solution.
- 89% by sending and receiving faxes directly from your computer.

FOR MORE INFORMATION, PLEASE CONTACT:LINDSEY WHITMAN:
201-541-5405

Separate Your Business from the Competition!!

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

the Aesthetic Medical Success System *Solutions to all your questions!!*

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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 aesthetic business consulting expert.

*Please call our office to order now!!

www.aestheticmedicalsucces.com



A Cheap, Fast and Possibly Deadly Route to Beauty

By Anemona Hartocollis and Christina Davidson
Published: NY Times, April 16, 2009

Like almost every woman, Fiordaliza Pichardo just wanted to look beautiful, so a few years ago, she began getting silicone injections from a woman she met through a friend in order to plump up her thighs and derriere.

She never expected to pay such a high price for her looks.

In March, a day after receiving an injection, Ms. Pichardo, 43, died of what the medical examiner later determined was a silicone embolism in her lungs. The city's health department fears that the illegal use of silicone as an alternative to cosmetic surgery is on the rise. The city's poison control center has received three calls in the last 10 months from doctors who have treated patients injected with silicone; Ms. Pichardo's case was not among them. In the previous two years, there were only two such cases.

Health department officials say there may be other cases that have gone unreported, since doctors are not legally obligated to report silicone poisoning or even death, and since silicone is hard to detect through X-rays or CT scans. The department was planning Thursday to send an advisory by e-mail and fax to thousands of doctors advising them to watch for silicone poisoning cases.

[Read More...](#)

The Shape of Things To Come

By Marci A. Landsmann
Posted on: Healthy Aging, May 13, 2009

Attendees at this year's International Masters Course of Aging Skin (IMCAS) took more than just souvenirs from their stay in the City of Light.

The conference's signature high-tech cosmetic approaches, featuring noninvasive body contouring and stem cell research, continued to intrigue physicians at this year's IMCAS, which was held in Paris in early January.

But many doctors, shouldering the burden of a sagging global economy, passed over high-tech sessions in favor of basic tracks on neurotoxins and fillers. Regardless of the track they chose, attendees got a bird's eye view of things to come in cosmetic medicine.



Cash Injections

In a twist from previous IMCAS shows, physicians were lucky to find a spot to sit as they crowded into an overflowing neuromodulator and filler track.

"The fillers and toxins sessions ruled over the laser and the more invasive sessions," says Michael H. Gold, MD, a dermatologist who presented at the show. This sharply contrasts with last year, he adds. "If you think about buying vials of Botox vs. spending hundreds of thousands of dollars on lasers, it makes perfect sense," says Dr. Gold, owner of Gold Skin Care Center in Nashville, Tenn.

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