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AESTHETIC MEDICAL PRACTICES AND SPAS THRIVING WITH IMPROVED GUIDANCE

Beautiful Forever Aesthetic Business Consulting creates medical spa step-by-step guide to success

[Englewood Cliffs, New Jersey] - [February 2009] - The medical spa and aesthetic practice industry is thriving, even in the midst of the current economy. In fact, the number of practices is growing, with revenues running over \$1,063 billion in 2007 (more than twice the return in 2006, according to the International SPA Association). With the help of the second edition of the Medical Spa Success System (MSSS), new and existing medical spas are positioned to make even greater gains in 2009.

"Not all medical spas are the same, which makes all the difference for patients and practitioners alike," says **Cheryl Whitman, creator of the MSSS and Founder and CEO of Beautiful Forever Aesthetic Business Consulting Firm.**

"To navigate the nuances of running a successful aesthetic practice, we have updated our Medical Spa Success System. Not only do practices benefit from the latest and most comprehensive industry information, but also how to hire the right team for the best results." Practice managers find the System especially helpful as they work to develop a team that is focused on improving customer service, outdoing the competition and boosting the bottom line.

The 500-page Medical Spa Success System (with customizable CD-ROM) was designed to walk providers through concept creation and branding, selecting a market niche, choosing a location, creating a menu, identifying marketing tactics, applying legal and insurance issues, and operating efficiently. New highlights and updated statistics continue to help medical spa practitioners prevent costly mistakes, secure capital, develop business and marketing plans, hire the right personnel and stay compliant - especially in an environment charged with competition and economic uncertainty.

"When Dr. Street decided to start up our Med Spa, we turned to Beautiful Forever," says **Peggy Brown, Practice Manager of Doctor's Approach Medspa.** "The Medical Spa Success System manual provided us with a tremendous amount of information for getting started - and continuing to grow. The manual covers everything from how to purchase equipment and how to perform services."

Dr. Julio Gallo, M.D., F.A.C.S., Medical Director of The Miami Institute for Age Management and Intervention also believes the system works exceptionally well. "I like MSSS because it emphasizes the retail aspect of this business, which is quite different from the traditional practice of medicine. The chapter on marketing alone contains literally hundreds of creative ideas on how to grow your business and make it unique. The CD-ROM enabled me to customize manuals, templates and protocols. I was particularly impressed with the section on choosing your retail products."

"Our System and our website provide the latest and most comprehensive industry information for building a profitable medical spa," says Whitman. "Our goal is to bridge the gap between a client's vision and the realities that make up a medical spa business - with the least amount of stress." #####

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