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Your Complete Medical Spa Business Solution

Free Webinars

Thursday, November 12th, 10:00 AM PST (1:00 PM EST)

**Discover how to cash in on the secret profit area
99% of medspas and aesthetic practices overlook!**

Join Cheryl Whitman and Douglas Preston for an informative webinar on the benefits of creating your own retail skincare brand for a medical spa or aesthetic practice!



There are great rewards for offering your own skincare line to compliment your medical treatments, both for you and for your patients. Learn more about the private labeling concept and its benefits in terms of client retention, profit, prestige value, protection from competitors, and more. You'll learn about incorporating your own products into aesthetic medical treatment protocols, and how very easy it is to create and promote your own brand-both in your practice and also via your website.

[to Register](#)

**Advanstar Communications presents a webinar series:
"Expanding your aesthetic practice in a challenging economy," sponsored by
Allergan.**

Speakers: Cheryl Whitman and Dr. Victor

Focusing on 3 key Allergan products:

-Latisse (bimatoprost ophthalmic solution, 0.03%)- for the treatment of hypotrichosis of the eyelashes.

-Botox Cosmetic (Botulinum Toxin Type A) - for the temporary treatment of moderate to severe frown lines.

-Juvederm- an injectable gel for the correction of moderate to severe facial folds and wrinkles.

Thursday, Dec. 3 at 6 pm and 9 pm EST

Monday, Dec. 7 at 6 pm EST

Tuesday, Dec. 8 at 6 pm and 9 pm EST

Wednesday, Dec. 9 at 6 pm EST

Registration link coming soon.

Please click on the link below to view this past webinar.

[Sponsored Webinar: Getting Ready for the Holidays](#)



Leveraging Positive Press Coverage to Build Your Practice

By Cheryl Whitman

Positive media attention is the best way to get your name in front of potential patients and clients, and is more effective than any traditional marketing campaign, especially in these highly competitive times.

News and feature stories that present your practice in a positive light – and show you as a local expert – are better than any paid advertising you can buy.

But how do you capture the attention of the press? The trick is to understand the news media and provide reporters and editors with precisely what they need: interesting news items and compelling stories. Decide what is newsworthy about your practice and come up with an angle that will be fascinating to readers.

[more...](#)

Night Creams In Sync With the Body's Clock?

By CATHERINE SAINT LOUIS

NY Times, October 15, 2009

THESE days, even resting hours are meant to be productive. Build more muscle than burn extra calories while you sleep. Invest wisely, and get rich as you snooze. And if beauty marketers are to be believed, no woman should let a night pass without slathering on a face cream dedicated to repairing her skin from dusk till dawn.



By day, our besieged skin contends with what the cosmetics industry calls environmental stressors like ultraviolet rays, pollution and cigarette smoke. Those stressors contribute to the appearance of aging. So the evening, the makers of overnight skin potions suggest, is the ideal time to repair the damage done. Sleep, my pretty, and wake prettier is the thinking.

“At nighttime, skin does its repair,” said Kristine Cryer, the vice president for product development at StriVectin, which added an overnight serum to its roster this month. “It’s not working hard like it’s working during the day.”

In particular, women worried about losing the battle against time won’t go to bed without a rejuvenating lotion. In the first half of 2009, sales of nighttime facial moisturizers were an estimated \$43 million, and sales of specialized nighttime treatments – mostly concentrated serums – totaled roughly \$17 million, according to Karen Grant, the vice president for beauty at the NPD Group.

And the number of such treatments is on the rise. So far this year, 55 nighttime skin care products have made their debut in North America, compared with 40 in 2007, according to the Mintel International Group, a market research firm.

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