

FOR IMMEDIATE RELEASE:

BEAUTIFUL FOREVER FOUNDER CHERYL WHITMAN FORGING PATH FOR AESTHETICS BUSINESSES ACROSS THE COUNTRY

{Englewood Cliffs, New Jersey} – {January 30, 2009} - Cheryl Whitman has been called a ‘Godsend’ by many of her business partners, especially in light of the current economy. Armed with an expertise in how to make an aesthetic practice succeed and thrive in virtually any economy, her recent speaking engagement at the Maui Derm Conference in Hawaii proved to be of exceptional value to those doctors in attendance. The Maui Conference is a yearly meeting that brings the most prominent experts in both the clinical side of aesthetics and the business side.

Dr. George Martin, of Martin Dermatology explains ‘Cheryl’s ability to get us to think outside the box, from the standpoint of what the average patient out there is searching for in their aesthetic needs and wants really engenders us with the tools we need to be successful. She has a host of knowledge when it comes to the critical aspects of running an aesthetic practice. Knowledge that is second to none in this current economy we’re dealing with.’

Cheryl Whitman is creator of the Aesthetic Business Success System. The System is designed to help doctors and aestheticians navigate the hazardous waters that can be encountered when running an aesthetic-based practice. The System covers everything from understanding the best ways to deal with vendors to marketing the unique advantages that the aesthetic practice has.

As Cheryl explains, ‘I am always very honored to have the opportunity to provide insight into the nature of the aesthetics practice and its success. It has always been of great enjoyment knowing that I have the ability to help our business partners succeed and thrive when they themselves aren’t convinced it is possible.’

Cheryl Whitman is the founder and CEO of Beautiful Forever, a cutting-edge consulting firm, and the developer of the Aesthetic Medical Success System. Cheryl has been an industry consultant for over 30 years and leads the way in helping doctors and entrepreneurs establish and grow their medical spa business. Whitman has spearheaded the evolution of customary day spas into the results-oriented concept of medical spas and is a respected guest lecturer at conferences worldwide.