

Meet Cheryl Whitman

Visionary Leader, Founder & CEO

Cheryl Whitman, founder and CEO of beautiful forever Aesthetic Business Consulting, has, for more than three decades, been the internationally recognized pioneering leader in the challenging field of aesthetic business development and marketing consulting – working with hospitals, spas, anti-aging centers and physician practices to achieve dramatic results.

Cheryl's diverse background enables her to provide her clients with the highest level of personal attention, along with top-notch consulting support – the kind that helps practices grow and thrive, even in challenging economic times. Frequently quoted by news media such as the New York Times and a host of industry trade journals, Cheryl has worked with clients across the United States and around the world, helping them to improve their business practices and their bottom lines.

Noted Author & Speaker

Cheryl is a frequently-published author. Her Aesthetic Medical Success System, which includes a 500-plus page book, a companion and customizable CD, and supporting consulting service has literally changed the face of the industry. This revolutionary program provides a complete

educational success system and consulting services package to help jump-start the process of creating a brilliantly successful aesthetic medical business. It is the most comprehensive aesthetic medical educational system offered by American Society of Plastic Surgeons (www.aestheticmedicalsucces.com).

Leading Industry Expertise & Experience

As a recognized industry expert, she has also been featured on two educational CDs available through CareCredit, the premier patient financing company (Division of GE Money).

Cheryl is a Faculty Member of the American Society of Plastic

Surgeons' (ASPS) Programs, addressing Marketing and Successful Staffing Structures at recent programs in Beverly Hills and New York. She is also regularly sought as a popular speaker at the largest conferences and seminars across the country.

Cheryl is a regular and frequent guest lecturer at industry conferences worldwide.

In addition, Cheryl has recently joined forces with theDERM.org to help revitalize and enhance their remarkably-effective continuing education programs.

She has also appeared on QVC and other national entertainment and news programs, offering insights into the cosmetic miracles physicians can now perform for their patients. Along with those news programs and TV appearances, Cheryl has authored numerous articles for major trade and consumer publications.

She also authors a monthly column in Plastic Surgery News and continues to present educational webinars and seminars geared towards physicians to educate and train them.

Building Strategic Partnerships

Cheryl has a record of successful partnerships helping physicians to both launch and market aesthetic medical facilities, hospital and medical centers, age management, anti-aging and wellness centers. Cheryl's cutting edge thinking and expertise has made her a household name among those in the cosmetic medical businesses with results that are unparalleled in the industry. Cheryl has also worked with literally hundreds of individual medical practices, including specialist practices that include:

- Plastic and Reconstructive Surgeons
- Dermatologists

- Skin Surgery Specialists
- Ophthalmologists
- Laser Specialists
- Medical Estheticians
- Board-Certified Surgeons

In recognition for all that she has done for the aesthetics industry, Cheryl was recently named as an Industry Advisor for TAPA, The Aesthetic Practice Association.

Cheryl is a specialist in the healthcare retail field, assisting clients in developing and marketing proprietary skin care products and other consumer-direct healthcare products.

Creating Right Focused Solutions

As the hands-on CEO of beautiful forever Aesthetic Business Consulting, Cheryl spearheads a successful team of practice management experts who together create amazingly visionary strategies and practical, effective solutions to either launch or re-energize aesthetic medical facilities coast-to-coast.

In addition to her effective practice-management and business-growth support, Cheryl routinely creates winning skin care formulas for many of the physicians she works with. She understands her clients' businesses, their patients and clients, and the best ways to reach the bottom-line while enhancing patient-satisfaction.

Strategic Vision & Hands On Implementation

Cheryl's aesthetic, product development, and aesthetic medical background spans over three decades of consulting, training, marketing, sales, and account management. Building on that experience, Cheryl has worked with Hoffman-LaRoche Pharmaceuticals to develop and market industry-changing products and to support the physicians who use

those products to change the lives of their patients.

Cheryl is a certified Allergan "Botox" Cosmetic" consultant for medical practices and medical spas, and she understands both the practice needs and their patients' hopes and expectations.

CONSULTING NEXT STEPS:

1 IDENTIFY THE MOST IMPORTANT AREA that you need consulting help and assistance getting completed. Is this a multi pronged project and would it make sense to tackle a portion of the bigger project to get started.

2 DETERMINE THE SCOPE OF THIS REQUEST and who in your practice could and should be involved. In consulting, there is a partnership built on working together to deliver success. Do you have one person in your office that can dedicate time and make decisions you are comfortable with? Or are you better being the consulting contact in your practice?

3 IDENTIFY THE TIME FRAME and what type of deliverable would be the desired result. Clarity in request, focus and deliverables helps everyone with a clear knowledge of the end result desired.

4 DETERMINE WHAT WILL WORK BEST in terms of your budget to get your goal accomplished. Beautiful Forever offers different types of consulting, hours and plans. Our goals are to help you achieve whatever you desire to increase your business, eliminate unprofitable areas, drive additional income through existing patients or attract new potential patients, to name a few.

Make your list and give us a call at **561-299-3909**
Visit us at www.beautifulforever.com

Building New Profit Centers through YOUR Unique Private Label Products

“I want to sell products with my name on them or I want to sell my own brand, but I don’t know where to start”

The future of Physician Branded Skin Care lines in aesthetic medical practices is growing not only because savvy owners recognize a burgeoning and lucrative market, but also because they want to offer specialty products that meet the unique needs of their patients, the men and women seeking cosmetic procedures.

Carrying existing, well-known lines is profitable to your practice but is also very limiting, and your local competition is most likely selling it also. By adding this new profit center, your Physician Branded product line can offer an even greater return on investment. It isn’t only your profit margin that benefits, your patients will benefit by the quality of YOUR products. Physicians report that their patients also express a new level of trust for their knowledge of the industry, which increases their demand for aesthetic treatments as well as home maintenance cosmetic programs. The luxury skincare market is rapidly growing due to the baby boomers and our aging population. The never-ending battle against aging skin makes room for even more sales of products and aesthetic services packaged together.

According to Transparency

Market Research, the global physician dispensed cosmeceuticals market was \$560 million in 2011 and this market is projected to reach \$1.8 billion by 2018. The market will grow with the compound annual growth rate of 18.15% from now – 2018.

Market research also shows that the annual average revenue of a MedSpa tops \$1.5 million. Of that, the annual gross sales account for up to \$120,000, 15% of which is accounted for in retail sales. That’s significant – but it can be even higher if you offer your own Physician

Branded Skin Care

The physician dispensed cosmeceutical market is categorized into product segments such as daily use skincare and specialty products. The demand for this market will spur due to factors such as product innovations, rise in surgical procedures, increase in consumer spending and the growing number of dispensing physicians.

Patients can enhance the treatments they receive in your office with your Physician Branded product line. They will have the benefit of higher grade, more potent products with a higher percentage of active ingredients than they can find in a drug store or department store, and it will be your brand, with your name on it.



Even doing just one “Hero” product can start to make you a skincare authority...and can be a good way to get your feet wet... especially if it is a specialty product, which can retail for up to \$250 or whatever your market will pay!

However, you can’t expect a lab, or product supplier, to come up with a name, logo, design, marketing, and sales strategy. You must invest in a strategy and a plan to create your vision. That’s where we come in, together, Beautiful Forever and The Design Spot collaborate, and together can help create, position, and build your brand or even rebrand since most physician practices have brands that “just happened,” without any conscious

planning. If you first identify the brand you want, then create actions and images which reflect that brand, you will succeed in branding yourself and your practice. We source and connect you to everything necessary to simplify the process, we can also design and build your website (provide SEO and SEM), create and maintain a social media campaign, design all of your packaging, marketing materials brochures, travel or starter kits, shopping bags, etc.

Set the Stage

Whether you choose to begin the process of developing a Physician Branded product line on your own or with our assistance, here are some of things you will need to do:

- Acquire thorough assessments of the market, competition, and demographics
- Develop a business and marketing plan, with financial projections to gauge capital and cash flow needs for labeling (hot stamping or silk screening), packaging, marketing, and advertising, and collateral materials, such as brochures
- Research, identify and procure a physician-grade product line, and name your products
- Review internal reports on products currently sold in your practice and used in your treatment rooms to identify categories that are most popular, as well as the types of products your (patients) need or are requesting

You will also need to create a timeline to determine how long it will take to move from inception to implementation. Generally, you can expect the process to take a minimum of two months. For those opting to

create proprietary lines, it can take up to nine months to create and approve formulations, complete product safety testing, choose packaging, design labels, and develop collateral materials.

By combining our years of experience and most importantly our skills and resources, Beautiful Forever and The Design Spot can help you add a profit center to your practice and help you create your own branded products.

The future of Physician Branded Skin Care lines in aesthetic medical practices is growing not only because savvy owners recognize a burgeoning and lucrative market, but also because they want to offer specialty products that meet the unique needs of their patients, the men and women seeking cosmetic procedures.

Carrying existing, well-known lines is profitable to your practice but is also very limiting, and your local competition is most likely selling it also. By adding this new profit center, your Physician Branded product line can offer an even greater return on investment. It isn’t only your profit margin that benefits, your patients will benefit by the quality of your products. Physicians report that their patients also express a new level of trust for their knowledge of the industry, which increases their demand for aesthetic treatments as well as home maintenance cosmetic programs. The luxury skincare market is rapidly growing due to the baby boomers and our aging population. The never-ending battle against aging skin makes room for even more sales of products and aesthetic services packaged together.

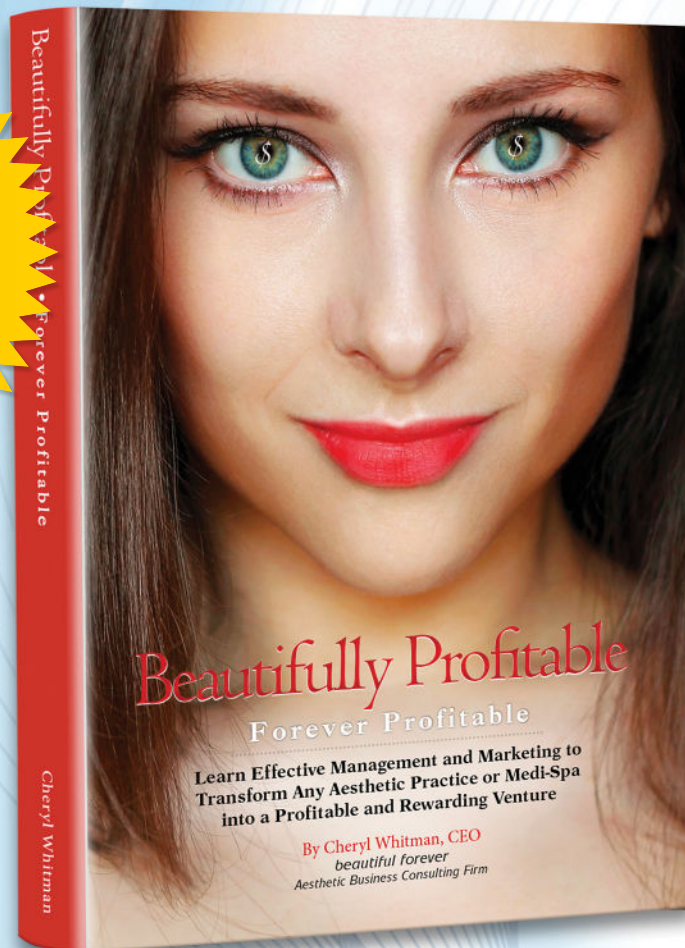
According to Transparency Market Research, the global physician dispensed cosmeceuticals market was \$560 million in 2011 and this market is projected to reach \$1.8 billion by 2018. *To read the article in its entirety, visit: <https://www.beautifulforever.com/article/XXXXXXXXXXXXXXXXXX>*

NEXT STEPS:

- 1 IDENTIFY THE BREADTH AND DEPTH OF PRODUCTS** for development that you are willing to dedicate your time and effort to collaborate and envision your own line. Look closely at your competition and begin to identify where there may be an open opportunity to create your niche, story and product line.
- 2 GROW YOUR PRACTICE THROUGH KEY CORE PRODUCT** drivers that enhance your business, tell your story and establish your product line as a core differentiator. Identify the product categories and we will bring our expertise on product, efficacy, pricing, branding and key selling and training tools to bring success
- 3 PRODUCT SALES ARE A KEY SALES AND PROFIT** driver for many practices. However, they need qualified staff and focused action by every member of your staff to engage patients and build the out of office, take home connection that private label products create through delivering daily results. The replenishment function of a product line coupled with your recommended usage can quickly add profits, increased traffic and awareness to your entire practice.
- 4 THE INVESTMENT OF BUILDING A TAILORED PRIVATE LABEL** product offering for your practice will return to you many fold in sales and profits. This is the unique type of project that can start small and grow as you build your practice, enhance your name and deliver every day results. Simply put, through daily use, your product concept and name is in your patients hand every day.

Updated
5th Edition

#1
Resource Guide
to Grow
Your Practice



**BOOK
SIGNING!
STOP BY AND
SEE US**

Beautifully Profitable

Forever Profitable

**Demonstrates How Effective
Management and Marketing
Can Transform Any Aesthetics Practice or
Medi-Spa into a Profitable and Rewarding Venture**



FIRST EDUCATIONAL BOOK OF ITS KIND

“Cheryl Whitman’s newest book, *Beautifully Profitable*, is a remarkable compilation of some of the best advice I’ve read on how an aesthetics medical practice can effectively manage and market itself to ensure profitability.”

Dr. Jason Pozner, MD, FACS, Sanctuary Plastic Surgery, Boca Raton, Florida

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