



beautiful forever  
Medical Spa Business Consulting

877-772-6334

Your Complete Medical Spa Business Solution

## beautiful forever presents **FREE EDUCATIONAL WEBINARS**



**July 30th-2:00pm-EST-TAPA Sponsored  
Webinar:**

### **Measure the Pulse of Your Marketing Efforts**

You know you need to market, but how effective are you efforts? By measuring the impact of your efforts, you can refine and optimize your "marketing mix" to capture more and to make the most of your existing customer base and the prospect market.

Accountability is the key to success. Knowing how your marketing dollars are spent and how effective each dollar is will help keep you moving forward.

To Register: [://miinews.webex.com/miinews/onstage/g.php?t=a&d=665805496](http://miinews.webex.com/miinews/onstage/g.php?t=a&d=665805496)

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### **August 5th- 2:00pm EST- Webinar Sponsored by Healthcare Finance Direct Stop turning your patients away...due to their inability to pay you!**

Don't wait for your bottom line and new patients counts to improve. There are new options for your patients!  
Even if they have been turned down by your current Patient Finance Company- We have the solution! Offer Your Patients a Finance Solution were you can say "Yes, your approved" to most patients. Our program will compliment the current patient finance program you offer.

To Register: [.gotomeeting.com/register/776715666](http://gotomeeting.com/register/776715666)

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**September 30, 8:00pm EST-**

## **Learn the secrets to generating income with DNA home testing kits!**

Martin Munzer, President and CEO of CyGene Laboratories will discuss this unique way to generate income while improving your patient's future through personalized genetics!

- Accurate-all test results are guaranteed
- Anonymous-all specimens remain anonymous and cannot be linked to your patient through CyGene's own patent pending process
- Affordable-doctors pay only \$10 per testing kit, patients pay as little as \$69.95

This is the latest in diagnostic testing and genetic profiling from CyGene Laboratories that your patients can do from home.

Registration link coming soon.

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## **October 7, 8:30pm EST-MedEsthetics Presents: "Getting Ready for the Holidays"**

The holiday season can provide a big boost to your bottom line through increased gift certificate and products sales plus new appointment bookings as patients prepare to look their best for holiday gatherings. In this educational webinar Cheryl Whitman will show you how to:

- Get your share of lucrative gift certificate sales
- Set yourself apart from the competition to attract seasonal patients
- Seamlessly schedule increased bookings
- Keep stress levels in your practice under control

Registration link coming soon.

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**New Date to Be Announced-** Eclipse Medical in partnership with ProMark Internet Marketing

**Marketing Your Practice - Email, Mobile, Postal, Data and Design Solutions**

Speaker: ProMark Data and Media Group

Eclipsemed and ProMark have teamed up to drive your aesthetic profits up! Extend your marketing reach, get more bang from your advertising dollars and

build more loyal relationships with patients.

Registration link coming soon.



Cheryl Whitman is the founder and CEO of **beautiful forever**, a consulting firm specializing in business, marketing, age management and wellness. Cheryl is the developer of the highly successful educational manual, the **Aesthetic Medical Success System**, a complete educational guide to building, managing and marketing your cosmetic practice or medical spa. She leads the industry in working with doctors and entrepreneurs to establish and grow their aesthetic medical business. Her aesthetic medical background spans over 30 years of consulting.

For more information: [.beautifulforever.com](http://beautifulforever.com)



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