



Distinguished Women

IN MEDICAL AESTHETICS

page 4

A CELEBRATION OF
MEDICAL AESTHETICS
FROM **AmSpa** AMERICAN MED SPA
ASSOCIATION

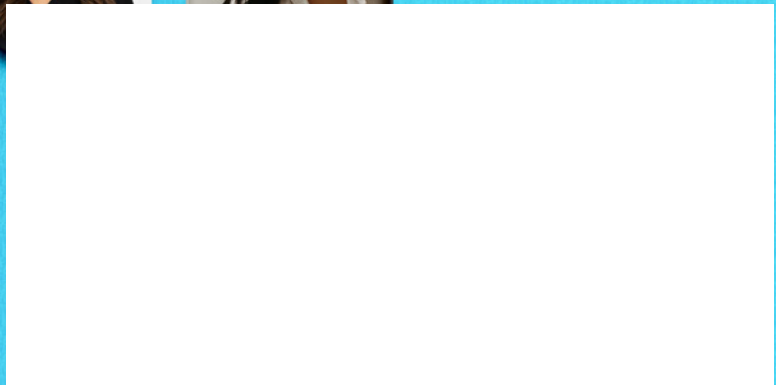


019

Spring 2024
Volume 7, Number 2

INSIDE

AmSpa Presents the Inaugural
Women in Aesthetic Leadership
Conference (WALC) / *page 44*

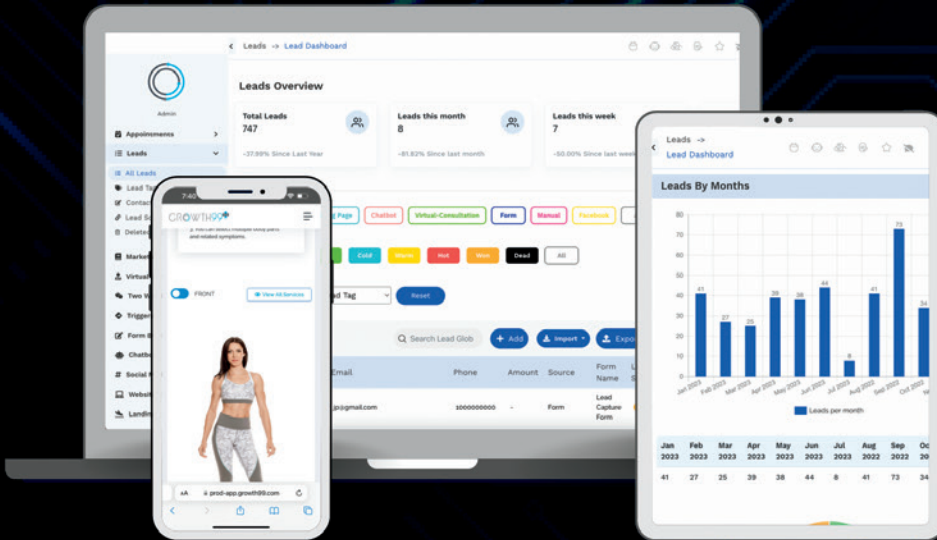


GROWTH99

WEBSITES | CRM | MARKETING AUTOMATION | PATIENT ACQUISITION

Growth99 is Trusted by 700+ Aesthetic and Cosmetic Practices and over 1,500+ Providers in the United States, Canada, and United Kingdom.

Trusted by Leading Brands:



@growth99_insta



"Growth99 is quickly becoming an industry thought leader for technology in the Medical Aesthetics Space"

Cameron Hemphill
CEO of Growth99



Spring 2024
Volume 7, Number 2

CONTENTS

- 2** Letter from the CEO
- 4** Distinguished Women in Medical Aesthetics
- 44** AmSpa Presents the Inaugural Women in Aesthetic Leadership Conference (WALC)
- 48** Vendor Affiliates Showcase

AD INDEX

- IFC** Growth99
- 11** Candela
- 17** Academy for Injection Anatomy
- 24** CareCredit
- 29** AmSpa Boot Camps
- 35** Wellness Medical Protection Group
- 39** AmSpa Membership
- 43** *Medical Spa Show 2024*
- IBC** TiZO
- BC** Candela



224 N. DESPLAINES, STE. 300
CHICAGO, IL 60661
P: 312.981.0993 F: 888.827.8860
www.AmericanMedSpa.org

Copyright 2023 American Med Spa Association LLC All rights reserved. All materials contained in this publication including text, content, photographs, images are protected by United States copyright law and may not be reproduced, distributed, transmitted, displayed, published, broadcast in any medium or modified in any way without the prior written consent of American Med Spa Association LLC. You may not alter or remove any trademark, copyright or other notice from copies in whole or in part of this publication.

CEO & Founder
ALEX THIERSCH

President & COO
CATHY CHRISTENSEN

Content Manager
MICHAEL MEYER

Content Coordinator
MADILYN MOELLER

Sales Director
NATALIE ANDERSON

Senior Sales Executive
CASSANDRA WESTERMAN

Sales Associate
MYUMI WARE

Membership Manager
SUSAN HODGMAN

General Counsel
PATRICK O'BRIEN

Events Director
MARY RICHTER

Marketing Director
KAREN SPINELLI

Social Media and Brand Marketing Manager
ALYSON BOECKH

Digital Marketing Coordinator
KATE HARPER

Membership Advocacy & Engagement Specialist
MICHELA BAILEY

Assistant Director of Digital Marketing
ERIC ATIENZA

Administrative Assistant
RENE HALL

Social Media Coordinator
ESMERALDA URIOSTEGUI

AIA Training Coordinator
TIFFANY GOSS

Membership Coordinator
HEIDI HODGES

Senior Events Coordinator
MAREN FINN

Assistant Events Coordinator
AALIYAH KNOERL

Marketing Assistant
JULIA MARTINEZ

Technology Coordinator
JOE DE GUZMAN

Financial Coordinator
EKATERINI PANAOUSIS

Membership Assistant
ESMERALDA CARRILLO

Membership Director
KRISTIN DAMMACCO

Operations Director
KELLY KRIESEL

Website Administrator
COLIN CALLAHAN

Sales Assistant
AMANDA PFLANZ

Graphic Designer
HILARY RHODES

Introducing the Distinguished Women in Medical Aesthetics and WALC



*Alex R. Thiersch, JD,
AmSpa founder and CEO*

Medical aesthetics is a field that is run by and for women, and that's one of the things that makes it utterly unique. According to the brand new 2023 Medical Spa State of the Industry Report, 69% of medical spas are owned by women, and 89% of patients in medical spas are women. (Check out the next issue of QP for much more on the new report.) These are tremendously interesting numbers, and they illustrate why AmSpa chose to celebrate the female leaders of the industry with its Distinguished Women in Medical Aesthetics and the Women in Aesthetics Leadership Conference (WALC), which took place at the 1 Hotel South Beach in Miami in November 2023. These two initiatives are the focus of this special issue of QP.

The Distinguished Women in Medical Aesthetics is an initiative AmSpa undertook as a way to draw attention to the undeniable influence that women leaders have on medical aesthetics. Some of these incredible women have been around since medical

aesthetics was in its infancy, while others are relatively new to the aesthetics business. Many are providers, but others are entrepreneurs who are working to improve the industry in different ways. All these women are vital to medical aesthetics in their own way, and they will help lead the way as the field evolves into something even larger and more widely accepted in society.

Take some time to look at these profiles and learn a bit about these women, and you'll find that some of the things they mention may reflect your experiences and address some challenges that you're facing right now. Medical aesthetics has come a long way, but some of the issues its female professionals continue to face are as old as the field itself, unfortunately. In these profiles, you'll learn how some of the leaders of medical aesthetics overcame the roadblocks that popped up in front of them, and perhaps their knowledge can help you address the issues you're facing.



Allergan Aesthetics President, Carrie Strom (left) and Spanx founder and Executive Chairwoman, Sara Blakely, engage in a congenial, yet enlightening conversation at the inaugural Women in Aesthetic Leadership Conference (WALC) at 1 Hotel South Beach in Miami in November 2023.

Of course, if you attended AmSpa's inaugural WALC last November, you would have had an amazing chance to pick the brains of these aesthetics superstars. This event was truly transformational, and it's one that I'm absolutely thrilled to have been a part of. Over the course of three days at the spectacular 1 Hotel South Beach, women leaders from all over the industry came together to celebrate their roles in this special industry. The keynote was a once-in-a-lifetime discussion between Allergan Aesthetics President, Carrie Strom, and Spanx founder and Executive Chairwoman, Sara Blakely. In addition, the event featured several panels, leadership coaching and networking opportunities.

More than that, though, WALC provided attendees opportunities to learn about themselves and become more centered, via events such as yoga, breathwork and sound meditation.

The feedback AmSpa received from the women who attended WALC is among the most positive we've ever gotten, and it feels amazing to have helped put on an event that has resonated with so many women. Information about the next iteration of WALC will be announced soon.

AmSpa is proud to present this special issue of QP celebrating the women of medical aesthetics. There's nothing quite like this field, and the leading roles of women throughout medical aesthetics is one of the key reasons why. 🗣️

Alex R. Thiersch, JD
Founder and CEO,
American Med Spa Association (AmSpa)

Distinguished Women IN MEDICAL AESTHETICS

Medical aesthetics is composed of majority women owners and medical professionals, and it is important to recognize the talents, technique and business acumen of women who are dedicated to moving the industry forward. Excellence isn't uncommon in this field, but AmSpa's Distinguished Women in Medical Aesthetics have managed to uniquely stand out.

In this issue, QP spotlights 31 women who are going above and beyond to set high standards and foster growth within the industry. These women are not only driven to be the best, but they also strive to bring out the best in those around them and provide the best to every patient they see.

What Makes a Distinguished Woman in Medical Aesthetics?

A Distinguished Women in Medical Aesthetics:

- Leads a successful, dynamic, healthy business;
- Works to safely and effectively train on clinical technique, keeping best practices and patient safety at the forefront;
- Builds and maintains a positive, inclusive culture;
- Makes a positive difference in their community, their profession or the industry as a whole;
- Creates their own destiny and isn't easily defeated;
- Fosters a mindset of growth and evolution in medical aesthetics;
- Takes charge and takes risks; and/or
- Feels a true passion about medical aesthetics and the patients she serves.

Erika Barry • Bass Kaplan • Sarah • Nicole Chiaramonte • Shawna • Chrisman • Cary Christensen Deub • Kay Durairaj • Kimberly L. Evans • Gretchen • Ann Frossard • Meredith Harris • Lynn Heublein • Amanda • Maegen Kennedy • Rana Kennelly • Brianna LaTorre • Vanessa Le • Nicci Levy • Nicola Lowrey • Alexa Nicholls Costa • Lauren Olson • Marria Poova • Linette Rivera • Neekan Rivera • Alexandra Roger • Sarah Safa • Rahi Sarbaziha • Taylor Siemens • La-Tasha Walker

Q&A

When did you begin practicing aesthetics? 2014

What do you love about medical aesthetics? The patient-provider relationship and the community as a whole with its supportive and uplifting nature.

What obstacles have you encountered because you are a woman? I think the main obstacle has been not being taken seriously. I still encounter this at times throughout my career.

What kinds of support have you received from other women in the industry? We are always there for each other, whether it's to provide advice or just lending an ear. The support we provide each other is truly incredible.

What would you change about your experience in the industry if you had the chance? There are times it can be unnecessarily competitive, and it would be nice to limit that aspect, although I do think a little friendly competition can be good.

What advice would you give to other women in the industry? You catch more flies with honey than vinegar!

Erika Barry, NP-C, MSN, MOKSHA AESTHETICS

Erika Barry, aka InjectorBunny, is one of the top aesthetic injectors in the country. She serves as an international trainer for industry power players such as Allergan, Revance and Galderma, and as a leading speaker for Evolus, Merz and InMode, where she also serves as expert faculty. Additionally, Barry provides her own private group training sessions across the country, spending a significant portion of her career educating top doctors, NPs, PAs and RNs on cutting-edge neuromodulator injections and dermal filler techniques. Barry partnered with a fellow injector to open Moksha Aesthetics, a state-of-the-art medical spa in Potomac, Maryland. In addition to Moksha, she has built a virtual community of injectors through her platform on Patreon.



Julie Bass Kaplan, FNP-BC, CANS, DISAPPEARING ACT MEDICAL AESTHETICS

Julie Bass Kaplan, FNP-BC, CANS, is a family nurse practitioner who began her medical aesthetics career in 1999 when she founded Disappearing Act Medical Aesthetics. She has a special interest in teaching safe injection techniques—she is a faculty speaker for Palette Resources, is a speaker/trainer for Allergan Medical Institute, and sits on Allergan, Galderma and Revance’s advisory boards. Kaplan is a published author for several medical journal articles and speaks at various international conventions. She also provides individual injection training workshops through her company, JBK Aesthetics.



Q&A

When did you begin practicing aesthetics? 1999

What do you love about medical aesthetics? The thing I love the most about medical aesthetics is how so many of us are willing to share honestly with each other. I cannot think of another field of medicine that shares experiences like we do.

What obstacles have you encountered because you are a woman? The biggest obstacle is pay equality as an educator. If an NP or PA can diagnose, assess, treat and handle any complication that arises, I believe they should be paid the same as their physician colleague with the same job description and responsibilities.

What kinds of support have you received from other women in the industry? I will give you just one example of how I was lifted in a dark time. In 2018, a wildfire swept through our town and, overnight, my family and I literally had nothing. We had no home, no food, no clothes. I shared a photo of my home in ashes with nothing but the bricks to our doorway remaining. That week, hundreds of injectors, mainly women, showered our family with love, prayers, and even some cash to get back on our feet. It was incredible, and, to this day, my eyes tear up when I think of how our injector community rallied around us.

What advice would you give to other women in the industry? My advice to other women in this field of medicine is to maintain your authenticity and take time to connect with loved ones. Burnout is common in our field due to daily pressures, and I believe taking time away from work to love yourself while surrounded by loved ones is critical to avoid this. Please always be who you are and don't bend to any pressure to be like someone else. There is no one on Earth exactly like you, and that is very special.

Q&A

When did you begin practicing aesthetics? I began practicing aesthetics in 2015 and opened my practice in 2019.

What do you love about medical aesthetics? I love providing care for patients. I love getting to know them and seeing how long-term treatment plans can make a significant impact on their confidence as they age. Outside of my clinical practice, I love giving back to my colleagues and teaching through hands-on training. Sharing knowledge with others and empowering medical providers to feel more confident in their skillset to grow and be more successful fills my heart.

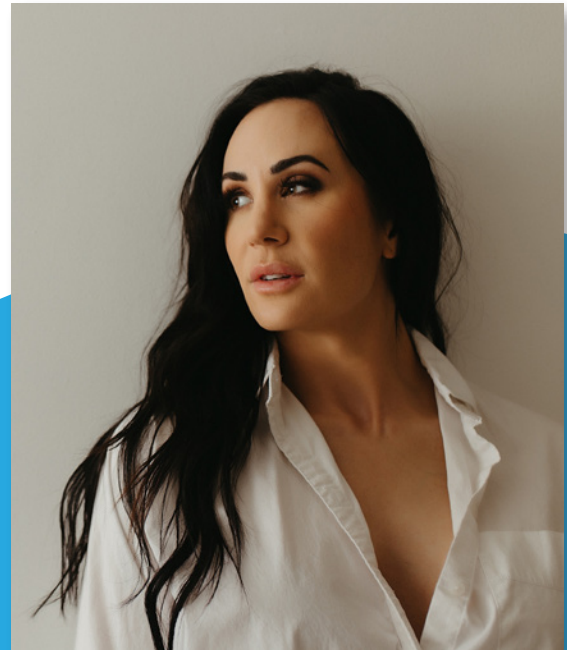
What obstacles have you encountered because you are a woman? Being taken less seriously and underestimated in my knowledge, not only in business knowledge but also in my medical and clinical knowledge base. This has taken the form of being talked down to or treated as an inferior.

What kinds of support have you received from other women in the industry? I have received an incredible amount of support from so many women in this industry—women I know through face-to-face interactions, women I have developed deep friendships with, and several women on social media whom I have yet to meet in person. We are always cheering for one another and checking in on one another.

What would you change about your experience in the industry if you had the chance? I wouldn't change a single thing. Every lesson and season of growth has happened in its perfect timing. I am grateful for it all.

What advice would you give to other women in the industry? Don't give up on yourself—ever. There will be times when you will be your only and biggest fan, usually during really hard times. Make your relationship with yourself unshakeable and deeply rooted in love for yourself. Give yourself the grace to fail, find the lessons in failure and pick yourself back up to continue. You've got this.

Sarah Berg, DNP, FNP-C, BESPOKE BEAUTY



Sarah Berg-Carnahan, DNP, FNP-C, is owner and medical director of Bespoke Beauty in Missoula, Montana. She holds nearly a decade of injecting experience in medical aesthetics and is a clinically published author for her doctoral thesis work focused on “Body Dysmorphism Disorder Screening in Medical Aesthetics.” Berg heavily focuses her current medical practice on regenerative options for patients to have the most natural results guided by biostimulation. She is a nationally recognized trainer for Galderma Aesthetics, is an educational partner for Merz Aesthetics, is a medical director for another local Montana practice, offers one-on-one mentorship for providers and business consulting in medical aesthetics, and is a highly requested private hands-on trainer. In 2024, she will be launching group in-office hands-on training courses at her primary medical practice.

Nicole Chiaramonte, ADVANCED MEDAESTHETIC PARTNERS, SYNERGY MEDESTHETICS



Known for her business philosophies of “profits with integrity” and “profit optimization through collaboration,” **Nicole Chiaramonte** is CEO of Advanced MedAesthetic Partners, Inc. (AMP), founder of Synergy MedAesthetics, co-founder of Aesthetic Investments, LLC, and a private investor in more than a dozen medical spas. She has 25 years of experience in startup management, with 15 years of management services organization (MSO) ownership in the legal and medical industries, and now specializes in non-surgical medical aesthetic practices. Chiaramonte has partnered with numerous respected providers, providing startup capital, guidance and comprehensive oversight of their entry into the medical spa space.

Q&A

When did you begin practicing aesthetics? I

partnered with an oculoplastic surgeon to launch a body-sculpting clinic in January 2013. By the end of 2013, we had launched into a full service, pure-play medical spa.

What do you love about medical aesthetics?

The people, advancing technologies and ability to directly improve the lives of our patients and team members. That is a dream combination for fulfillment in business.

What obstacles have you encountered because you are a woman? As a woman, I have been constantly underestimated. My vision and dreams were dismissed as naive and unachievable—variations of “if someone hasn’t already done it, there is a reason.” This created obstacles that would have not been there if others had bought into my vision, but it made me work harder and create something significantly larger than I initially planned as a result.

What kinds of support have you received from other women in the industry? I don’t think there was a true group of women in leadership cheering for one another until AmSpa gave us a platform to meet and encourage one another. Cathy Christensen, Terri Ross, Marria Pooya, Lori Robertson and others naturally developed the zeitgeist of “community over competition.” It is now a powerful energy in this space, cheering for one another rather than comparing or feeling threatened. Now, we need to nurture and maintain it.

What would you change about your experience in the industry if you had the chance? I would have tapped into in-person industry events much more quickly. There is much to learn about how you can be better and also confirm what you are already great at.

What advice would you give to other women in the industry? Identify the unspoken dream in your heart, define what its success looks like in your life, know what you are willing to sacrifice for it, stay true to your values, never compromise and never quit.

Q&A

When did you begin practicing aesthetics? 2011.

What do you love about medical aesthetics? What resonates with me deeply in the field of medical aesthetics is the profound impact it has on empowering individuals to recognize and embrace their inherent worth. Witnessing the boost in confidence and self-esteem that comes from helping individuals feel comfortable and content in their own skin is truly gratifying.

What obstacles have you encountered because you are a woman? I feel that women are sometimes unfairly judged for their beauty before their brains.

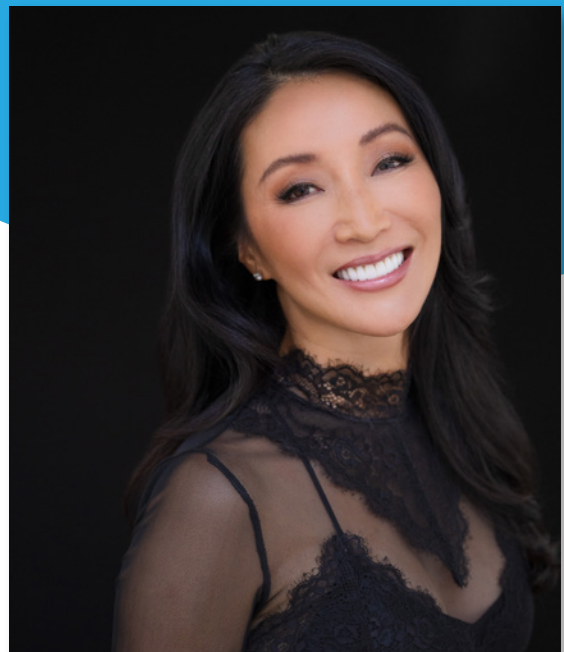
What kinds of support have you received from other women in the industry? The solidarity among us is truly inspiring, embodying the essence of «community over competition.» The journey of balancing work and life can be both exhilarating and exhausting, but the mutual understanding we share has been a source of strength.

What would you change about your experience in the industry if you had the chance? Reflecting on my journey in the industry, if given the chance, I would alter the method through which I initially acquired my injection skills. Back in 2011, the training resources available were limited, prompting me to turn to YouTube videos for guidance. While I gained valuable insights, the process lacked the structured and comprehensive education that is now more readily accessible. Over the years, I've witnessed a positive transformation in the industry's commitment to training and education. The increased availability of resources has been instrumental in enhancing our skills and ensuring that practitioners can provide safer and more effective treatments.

What advice would you give to other women in the industry? My advice to fellow women in the industry is to embrace the journey without succumbing to external pressures that dictate what success should look like. It's easy to be swayed by the allure of becoming a social media sensation, expanding your business to multiple locations, or gaining recognition as a key opinion leader. However, it's essential to recognize that these external markers of success may not necessarily align with your personal goals and priorities.

Shawna Chrisman, NP, DESTINATION AESTHETICS

Shawna Chrisman, NP, combined her passion for medicine, entrepreneurship and aesthetics to start Destination Aesthetics Medical Spa in November 2011 in a 140-sq-ft office as a solo provider; she has since developed it into one of the fastest growing medical spas in the country, with four locations in the Sacramento, California, area and more than 30 employees. In addition to the medical spa, she opened Destination Aesthetics Beauty Suites (DABS) in 2018 under the same roof as Destination Aesthetics' Folsom, California, medical spa location; it is home to five independent business owners in a salon-suite setting. The second DABS in Roseville, California, opened in 2020 and is home to six business owners.



Cary Christensen Deuber, CRNFA, CANS, LEMMON AVENUE

Q&A



Born in Connecticut and spending her early years on the East Coast and in Ohio, **Cary Deuber**, CRNFA, CANS, moved to Texas for high school and attended Baylor University, where she earned her BSN. She went straight to work at Baylor University Medical Center in Dallas, where she initially settled into vascular and trauma surgery. Deuber then went back to school at UCLA and got her CRNFA degree. She finally transitioned into plastic and reconstructive surgery and started working for a plastic surgeon who mentored her and taught her in her mid-20s. Shortly thereafter, she met her husband, Mark Deuber, MD. Today, Cary works with Mark, who is a highly sought-after plastic surgeon in Dallas, at their growing practice, Lemmon Avenue, which now has three locations.

When did you begin practicing aesthetics? I have been practicing aesthetics for 23 years. I began my career as a CRNFA in plastic and reconstructive surgery. I have been injecting for 21 years.

What do you love about medical aesthetics? I love the combination of art and science. The profession is so multifaceted and allows me to express creativity through my work.

What obstacles have you encountered because you are a woman? In my earlier years as a CRNFA, I was operating with a surgeon and trying to be sure that the needs of the patient and the surgeon were met. I spoke up because the proper instruments and setup were not as it should have been. About two weeks later, the surgeon that I was working with got a letter from the chief of surgery saying that he needed to “muzzle his dog”... the “dog” being me. I feel that the world and industry have progressed and moved beyond the idea that women should not speak up.

What kinds of support have you received from other women in the industry? So many of my colleagues offer support through encouraging words of wisdom, as well as education.

What would you change about your experience in the industry if you had the chance? I would change nothing about my experience because experience is how you learn.

What advice would you give to other women in the industry? Keep seeking education and rise above the fray. Be mindful of every interaction you have and be sure you do everything in your power to make a positive impact.



Nordlys™

IT'S
THE
ONE

To Extend Your MedSpa

The Nordlys™ system is a foundational platform for driving MedSpa growth. With both light and laser technologies, the Nordlys platform treats 22 indications including pigmentation, vascularity, skin resurfacing, and hair removal.

Only the Nordlys system includes advanced precision IPL and the in-demand Light & Bright treatment!



Four timeless technologies: SWT® IPL, high-ROI Frax 1550™ and Frax 1940™, and Nd:YAG 1064 nm¹



Grows with your practice – add handpieces to extend treatment options¹



Compact and quiet, with software modes ranging from guided to expert¹



Treats a wide range of skin tones¹



For more information, contact your local Candela sales professional at **800-733-8550** or visit candelamedical.com/SWT.

 **CANDELA**®
Science. Results. Trust.

1. Nordlys User Manual, 2021. © 2023 Candela Corporation. This material contains registered and unregistered trademarks, trade names, service marks and brand names of Candela Corporation and its affiliates. All other trademarks are the property of their respective owners. All rights reserved.



candelamedical.com/SWT

Kay Durairaj, MD, BEAUTY BY DR. KAY

Q&A

Kay Durairaj, MD, is an internationally renowned head and neck and facial plastic surgeon practicing in Los Angeles. She completed her surgical training at UCLA and is a member of the American Academy of Facial Plastic and Reconstructive Surgery, as well as the American Board of Otolaryngology, Head and Neck Surgery. Durairaj also serves on multiple advisory boards for aesthetic industry organizations, including Merz, Allergan, Evolus, Prolenium, and Galderma.



When did you begin practicing aesthetics? My love for medical aesthetics began in the year 2000.

What do you love about medical aesthetics? I love the intersection of artistry and science that medical aesthetics represents. What I love most is witnessing the transformative power of treatments to enhance natural beauty.

What obstacles have you encountered because you are a woman? Being a woman in a field mostly dominated by men, I have faced unique obstacles such as gender stereotypes and biases. I have had to juggle my profession with family life and my personal well-being. I believe challenges are opportunities in disguise, and these challenges have only strengthened my determination in this industry as well as my personal daily life.

What kinds of support have you received from other women in the industry? Women supporting women in aesthetics fosters a fun and collaborative environment. There are great benefits to sharing innovative techniques. Support between women in any industry can lead to more mentorship opportunities and long-lasting friendships.

What would you change about your experience in the industry if you had the chance? Professional accreditation and credentialing. Prior to practicing, individuals should undergo a rigorous validation of their capabilities to ensure they meet the highest standards of care and patient safety. I would also like to take a deeper dive into holistic treatments and focus on technology integrations such as AI tools.

What advice would you give to other women in the industry? The advice I would pass onto other women in the aesthetics industry would be to pursue continuous knowledge as the aesthetics field is evolving daily. I would also advise them to stay in the loop of technology advancements as well as advocate diversity and inclusion.

Q&A

When did you begin practicing aesthetics?
2014

What do you love about medical aesthetics?
Being a medical provider and specializing in wellness and aesthetics allows me to help women like never before. Some of the best therapies extend beyond the medical realm of writing a prescription.

What obstacles have you encountered because you are a woman? I dealt with so many obstacles that I could write a book. From seeing male surgeons joke about how heavy the patient was on the table or teasing her about her skin color, I had times I had to mentally block myself from the current situation because I know this patient looked just like me. Later in life, focusing on my aesthetic dreams and building a successful private practice, I had to use the same blocking mechanism with what was unseen in my community. I was teased and culturally looked down upon, and my ideas were often overlooked because they were out of the norm of what should be expected from a medical practice. Now, I have colleagues that look at me in awe, asking how did I do it.

What kinds of support have you received from other women in the industry?
Unfortunately, little in my local area because they did not like someone with different ideas or values. I found the best support from AmSpa and like-minded cosmetic gynecology groups.

What would you change about your experience in the industry if you had the chance? I would have changed to private practice sooner.

What advice would you give to other women in the industry? Follow your dreams no matter the sacrifice and dare to be different. That's what patients want and will pay for.

Kimberly L. Evans, MD, FACOG, SUGAR LAND MED SPA



Kimberly L. Evans, MD, FACOG, is a board-certified OB/GYN with more than 20 years of experience in feminine health. She has revolutionized her practice to specialize in treating women with sexual dysfunction, low libido and other feminine wellness issues. She offers surgical and non-surgical options to address common issues experienced by many women throughout the world. She is a member of the American College of Obstetrics and Gynecology, the American Med Spa Association, the Aesthetic Multispecialty Society, and the Cellular Medicine Association, and is a Biote Platinum Partner with the International Society of Cosmetogynecology. Evans looks forward to introducing new technology that has revolutionized women's health care and maximizing how they work together to get the best effect.

Gretchen Frieling, MD, GFACEMD

Gretchen Frieling, MD (“Dr. G”), is an internationally recognized, Harvard-trained, triple board-certified dermatopathologist, with more than 18 years of experience in medicine, dermatopathology and aesthetics. She is the founder and owner of GFaceMD, a multimillion dollar medical aesthetic practice with locations in Boston and Cape Cod. She is also the founder of GFace Academy, The Soyier Skin Collection, and FACEit Virtual/Live. She is a global educator and trainer for many pharmaceutical companies, including GAIN/Galderma, Merz, Skinstylus, and Benev. She has been featured on numerous media outlets, including Yahoo, Oprah Magazine, Elle, Real Self, Bustle, MSN, Shape, NBC News and various radio stations.



What do you love about medical aesthetics? In one word, I love the progressivity of this field: rapidly growing and evolving with new treatments and technologies, arguably every couple of months. I truly believe beauty, confidence and success are deeply intertwined. It is from within that we develop our confidence and skills to interact with the outside world. Through non-surgical rejuvenation and enhancements, I am not only able to increase my patients' self-confidence, but I am able to improve their success and interactions with the world.

What obstacles have you encountered because you are a woman? Being a woman is extremely empowering, but is still fraught with inherent gender bias, stereotypes and inequality. It is not my nature to think this way, and I continue to push female strength in all ways. I continually learn how to hold my own when it comes to standing up for my worth. While this can be perceived as “being aggressive,” I have learned (and continue to finesse) how I interact in a way that is consistent with strength and compassion.

What kinds of support have you received from other women in the industry? I have received unbounding support from women in the way of public praise, support and love. I have met some of my best friends in the aesthetic field. I have been able to collaborate and train many other female entrepreneurs that are also injectors, and this bond is phenomenal.

What would you change about your experience in the industry if you had the chance? I would be more diligent about my bookkeeping and organization at the beginning, even when I was seeing one or two patients per day. As we grew, the company became very complex, and I had to stop and catch up.

What advice would you give to other women in the industry? Determination, drive and enthusiasm are the characteristics that I believe are essential to success. If you possess these, you will be able to achieve your biggest goals and dreams.

Q&A

When did you begin practicing aesthetics? I entered the aesthetics industry in 2018 after a long career innovating at bigger companies, such as Starbucks and Nestle.

What do you love about medical aesthetics? I love the mix of science and creativity—both in medical and in business. The industry is so dynamic. It takes creative thinking and an entrepreneurial spirit to stay ahead of it.

What obstacles have you encountered because you are a woman? While gender roles are definitely changing at work and in the home, there are still some biases and expectations for women at home that men don't experience. My husband and I joke that when he shows up at school as a volunteer dad, he is celebrated; when I show up, there is often judgement—"Oh, so good you could make it this time." Balancing family and career has been challenging. I think, as women, we could all be kinder to one another.

What kinds of support have you received from other women in the industry? This industry has been amazing. I came from companies where the senior leaders are mainly men. It has been such a boost to see and work amongst such competent, interesting and successful women making it happen in all aspects of their life. This industry in the first where I have seen women truly able to have it all.

What would you change about your experience in the industry if you had the chance? I would have moved into the industry sooner!

What advice would you give to other women in the industry? Learn from those around you, be grateful for your amazing community and pay it forward for the next generation of professionals. Be kind, welcoming and generous to other women trying to make their way. There are enough clients for us all in this growing industry.

Ann Frossard, SKINSPiRiT



Ann Frossard is currently the chief operating officer and chief people officer for SkinSpirit, a national medical aesthetics business. In this role, she leads the team in charge of the day-to-day operations and talent management for SkinSpirit's clinics. Frossard joined SkinSpirit in April 2018 in the role of chief growth officer, bringing strong experience in multi-unit management and scaling of businesses. In this newly created role, she was responsible for developing SkinSpirit's growth strategy and leading the SkinSpirit team in the execution of this strategy, ultimately leading an expansion from eight west coast clinics to the national footprint that exists today.

Meredith Harris, MS, WHNP, NEW LIFE AESTHETICS



Meredith Harris, MS, WHNP, is the owner and founder of New Life Aesthetics in Raleigh, North Carolina. After spending 10 years focused on women's health, she found the blend of her artistic gifts and her passion of serving women in the field of medical aesthetics. Harris is a highly sought-after educator and trainer in the medical aesthetics market. When she is not seeing guests in the office, she can be found hosting injectors for training, traveling to medical practices throughout the country to educate and consult, speaking from the main stage of live medical conferences, and serving on advisory boards for Allergan Aesthetics. Detailed care, in-depth knowledge of facial anatomy, and a passion for education and safety in medical aesthetics is notable through every touchpoint of Harris's work.

Q&A

When did you begin practicing aesthetics? 2008

What do you love about medical aesthetics? The creativity, ingenuity and endless possibilities.

What obstacles have you encountered because you are a woman? I was the first female to practice aesthetics in the Florida town where I got my start. This proved to be advantageous, as many of the female consumers were looking for a trusted female provider who could appeal to their desire for a softer and slower approach to aging. I really do not feel as though I encountered any obstacles as a result of being a female.

What kinds of support have you received from other women in the industry? My mentors and friends in the medical aesthetics community have been nothing short of amazing. They have taught me to be a trailblazer, to be kind and to be generous.

What would you change about your experience in the industry if you had the chance? Sixteen years ago, the training for new injectors was very limited. We were not taught anatomy as it relates to injectables, and we did not have cadaver courses available. If I could change one thing, it would be that I would have had the wealth of learning resources available that are available to new injectors now.

What advice would you give to other women in the industry? Be true to yourself, be authentic, take nothing for granted, care for others the way that you would want to be cared for, and love big.

Safer injections and outstanding results all come from knowing anatomy. No matter the stage of your career, **sign up for an AIA training and become the best injector you can be.**



Unlike other anatomy-based injectable training programs, AIA allows all course participants to take part in actual injection and dissection activities, directly under the instruction of Christopher C. Surek, DO, FACS, and the other renowned members of the AIA faculty. The program is perfectly in keeping with AmSpa's dedication to improving the medical aesthetic industry through compliance and safety.

AIA Virtual Anatomy Lecture Series

\$649 for AmSpa Plus Members

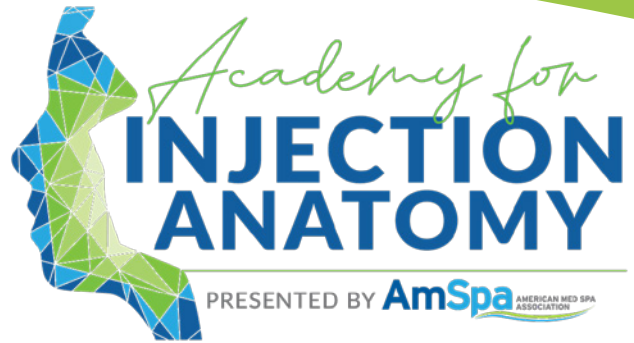
Can't make it to a live event? Watch 5.5 hours of education recorded live on stage at Medical Spa Show 2021, streaming on our easy-to-use online portal. The recordings include lecture, a full-face cadaver dissection and a live-patient demonstration of ultrasound for the injector.

Earn 5.5 hours of CME while learning about the structural anatomy of the face. learn.americanmedspa.org/p/aiavirtual

americanmedspa.org/aiaadvanced

Save \$100* on AIA Advanced with promo code: AIAQP20

Promo code expires on October 30, 2024 at noon CT. Promo code only applies to the primary registrant. Promo code cannot be applied towards additional attendee registration and cannot be combined with any additional offers. Discount only applicable to new AIA registrants.



Become a Safer Injector With Us

ADVANCED

FOUNDATIONS

VIRTUAL

2024 AIA SCHEDULE*

July 26 - 28	Houston, TX
September 20 - 22	New York, NY
October 18 - 20	Nashville, TN
November 8 - 10	Orlando, FL

**Boot Camp dates and locations are subject to change.*

Ultrasound Fundamentals for the Aesthetic Injector



in Partnership with **AmSpa** AMERICAN MED SPA ASSOCIATION

Inject more confidently by seeing the anatomy below the skin. Ultrasound helps you visualize the anatomy of your patient, guiding you to safer injections and better results.

Led by Course Instructor
Steven F. Weiner, MD

2024 ULTRASOUND SCHEDULE*

July 26	Houston, TX
September 20	New York, NY
October 18	Nashville, TN
November 8	Orlando, FL

**Ultrasound dates and locations are subject to change.*

americanmedspa.org/ultrasoundfundamentals

Lynn Heublien, SKINSPIRIT



Lynn Heublein is the CEO and co-founder of SkinSpirit, an award-winning national medical aesthetics brand. SkinSpirit was conceived out of Heublein's passion to help every person at every age feel confident in their own skin. Heublein made a leap from the technology industry to aesthetics, fueled by a desire to create a space where women could feel their best with the help of comprehensive aesthetic treatments. In 2003, Heublein partnered with Stanford-educated, board-certified plastic surgeon, M. Dean Vistnes, MD, to open the first SkinSpirit location in Palo Alto, California. Today, SkinSpirit has more than 30 locations throughout the U.S. and is a leading provider of Botox Cosmetic and dermal fillers.

Q&A

When did you begin practicing aesthetics? In 2003, I co-founded SkinSpirit with Dr. Dean Vistnes and Cara Fonteyne, RN.

What do you love about medical aesthetics?

What's not to love? Our work empowers our clients to feel great and live their best lives, and our business does the same for our staff. SkinSpirit empowers our employees with platforms for ongoing education, career growth and success doing what they love the most, which is caring for others.

What obstacles have you encountered because you are a woman?

As a female leader, I have seen double standards when it comes to what is expected and even "acceptable" in terms of leadership style. The traits that are admired in men are often looked upon negatively in women, especially when it comes to how women in business exert themselves. In our company, our female leaders have flourished by leaning into what makes them effective rather than conforming to a standard.

What kinds of support have you received from other women in the industry?

Over the years, I have received amazing support and advice from female colleagues, both within our industry and outside of it. This support has lifted my spirits and bolstered my confidence in our vision. I strive to give other women the type of support that I have received and to be a positive force for women in medical aesthetics.

What advice would you give to other women in the industry?

You are an original! We all achieve in different ways. Don't worry about what other people are doing. Concentrate on being the best version of yourself and creating the company you would want to work at. By focusing on what you love to do, you will be successful.

Q&A

When did you begin practicing aesthetics? 2017

What do you love about medical aesthetics? What I most love about aesthetics is the positive impact treatments have on patients' lives. I absolutely love examining a patient's face for balance and signs of aging and then making subtle suggestions as to how they can enhance their natural beauty and age differently. There is a vibrance and energy connected to a confident human being, and I love getting to play a role in the process of increasing confidence in individuals' lives.

What obstacles have you encountered because you were a woman? For me, family is everything, and it is important to me to find that balance between raising my children, being an incredible wife, and building and growing a large business. As a female, we tend to have different expectations than males. I've had to break that traditional mold and have conversations of compromise with my husband so that we are each pitching in in every way that we can as we both work full-time and are raising our children.

What kinds of support have you received from other women in the industry? I have received so much support from other women in the industry, it is almost hard to quantify. Once you open your mind to the idea of "collaboration over competition," you suddenly see how the power of collaboration in the aesthetics industry can change your life and allow you to grow light-years faster than if you were doing it alone.

What would you change about your experience in the industry if you had the chance? Looking back, I wish that I would have had a way to avoid mistakes I made in the beginning and prevent the endless "reinventing of the wheel" of business best practices.

What advice would you give other women in the industry? Do not let the fear of failure hold you back. We can all achieve anything we set our minds to with passion backed by massive action and determination. No dream is ever too big, and no goal is ever unattainable.

Amanda Holden, MD, HOLDEN TIMELESS BEAUTY MED SPA

Amanda Holden, MD, is double board-certified in emergency medicine and medical aesthetics. She is the founder and CEO of Holden Timeless Beauty, a multi-location medical aesthetics practice in Southern California. She also co-founded the HTB Aesthetics Academy, which trains injectors in the art of minimally invasive injectables. She speaks as a faculty educator at medical aesthetics conferences nationally and tours nationally as the keynote speaker for the global device company BTL. In 2022, she joined the Galderma GAIN Business team to teach best practices to aesthetics practice owners nationwide. She has been featured on multiple podcasts, and has her own podcast titled Reveal the Appeal. She has also announced that she is merging with Alpha Aesthetics Partners as a co-founder in a new aesthetics vertical.



Maegen Kennedy, MMS, PA-C, WINDERMERE MEDICAL SPA & LASER INSTITUTE

Q&A



At Windermere Medical Spa & Laser Institute, **Maegen Kennedy, MMS, PA-C**, leads “The Princess Injectors,” a team of expert injectors and providers. With more than 13 years of experience, she excels in facial aesthetics, focusing on collagen production and overall skin quality along with internal health to slow down and reverse some of the aging process. Recognized globally, she has been accredited by A4M, is a Sciton Luminary, is a GAIN trainer for Galderma and is part of Galderma’s advisory board. She collaborates with top professionals, ensuring high standards in patient care and safety. Windermere Medical Spa & Laser Institute is a premier Sculptra provider across the entire southeast region of the U.S.

When did you begin practicing aesthetics? 2011.

What do you love about medical aesthetics? Being able to make a significant positive impact on another person’s life and confidence.

What obstacles have you encountered because you are a woman? Luckily, this is predominantly a woman-led industry; however, I believe, back in the day, getting a bank loan would have been easier if I was a man.

What kinds of support have you received from other women in the industry? You need to find your people and collaborate. Find a handful of women who are like-minded personally and in their business practices. We’re all going through this at the same time, and the stress can become overwhelming without support.

What would you change about your experience in the industry if you had the chance? In the beginning, I would have liked to have had more formal training. Over 13 years ago, training on fillers was only through the companies, and they were too brief to really learn what you needed. One big thing I would change about this industry now is the social media. Social media, in one second, can destroy aesthetics. I believe an educated patient is best; however, one that is scared to death about the risks because they watch all the scary things that can happen is not moving this industry in a sustainable way. Fear tactics can significantly impact the very thing we all need to have, which is clients in our chairs.

What advice would you give to other women in the industry? Get training and stay hungry for new things, but don’t jump on every bandwagon. New products don’t have to be used immediately—make sure the general population tries it first; there is no rush. Create a membership that is simple. Stop discounting your services. Invest in the best technologies only. Have fun, stay humble, don’t overfill, say no a lot and don’t be afraid to be yourself.

Q&A

When did you begin practicing aesthetics? I have been in the aesthetics field for 20 years.

What do you love about medical aesthetics? I got into aesthetics because I wanted a career where nobody dies and I could empower women. This career path has provided the opportunity to enhance people's appearance and boost their self-confidence. It's such a rewarding feeling to make a positive impact on someone's life, especially when they share with you the obstacles they're facing. I genuinely believe that these little aesthetic treatments can put our patients on a better path to happiness. That's job satisfaction, right there!

What kinds of support have you received from other women in the industry? I am incredibly grateful for the support I have received from amazing women across the country. I have a strong network of like-minded women who challenge, inspire and elevate me. We believe in collaboration and knowledge sharing, as it benefits the industry as a whole. I really value my Patreon community that holds me accountable to give my best.

What would you change about your experience in the industry if you had the chance? Looking back on my journey in aesthetics, I would say that I am happy with the progress we have made—firstly, in our knowledge and skill, and secondly, creating a more supportive and inclusive environment. However, if given the chance, I would have loved to see this level of support and inclusivity right from the start.

What advice would you give to other women in the industry? You're never too old to start a new career in aesthetics and know that you belong. Making mistakes is a natural part of the learning process. Remember to take care of yourself and find balance. Reward your hard work with well-deserved vacations and self-care. You need to be well-rested to deliver your best. And, lastly, have some fun along the way! Life is short—enjoy the journey and embrace the joy of helping others feel their best. It's a privilege.

Rana Kennelly, BSN, BCS, THE CONFIDENCE BAR

With more than two decades of experience in aesthetics, **Rana Kennelly, BSN, BCS**, a certified aesthetic nurse specialist, brings a wealth of expertise to the field. In 2013, Kennelly founded The Confidence Lab, a hub dedicated to providing top-tier aesthetic training, which furnishes the next generation of aesthetic providers with candid, comprehensive and motivating education. The addition of The Confidence Bar, an exquisite boutique medical spa in Chicago, came in 2020; this is where Kennelly and her proficient team celebrate natural beauty through safe and experienced facial injectables. She is a speaker trainer for Allergan, Galderma, Revance, and PALETTE Resources.



Brianna LaTorre, MS, APRN, THE LIP BUNNY BEAUTY



Brianna LaTorre, MS, APRN, a certified nurse practitioner and master injector with seven years of experience, founded The Lip Bunny Beauty in August 2019. Her spa has become extremely busy, and she has trained eight master injectors for her team. Committed to continuous learning, she has pursued advanced master injecting courses, most recently in Norway and London. Recently, her business has been recognized as the number one Restylane Kysse provider in the U.S. Passionate about expanding, LaTorre aims to open more locations and cultivate a team of educated and skilled injectors.

When did you begin practicing aesthetics? 2017

What do you love about medical aesthetics? The aspect of my career in medical aesthetics that I cherish the most is the profound and positive influence I can have on individuals' lives. People seek out medical aesthetic services for a myriad of reasons, coming from diverse backgrounds, and I deeply value the chance to connect with them on a personal level. Witnessing the transformative effect our services can have on someone's confidence and overall happiness is incredibly rewarding.

What obstacles have you encountered because you are a woman? Truthfully, my journey as a woman in the field of medical aesthetics has been relatively smooth. This industry has long been influenced by strong female leaders, and I take great pride in being part of that legacy. It's an honor to stand alongside these remarkable women and contribute to laying the groundwork for future generations of women to excel in medical aesthetics.

What kinds of support have you received from other women in the industry? The camaraderie and support from fellow women in the medical aesthetics industry have been incredibly uplifting. This field thrives on the empowerment and leadership of women, and I've found a genuine sense of encouragement and backing from my female colleagues. They have been instrumental in fostering an environment that champions growth, innovation, and collective success.

What would you change about your experience in the industry if you had the chance? Reflecting on my journey in the medical aesthetics industry, there's genuinely little I would opt to change. The empowerment of women within this field has been both profound and inspiring, offering us unparalleled opportunities to positively impact the lives of countless individuals.

What advice would you give other women in the industry? My most significant piece of advice for women either currently in the medical aesthetics industry or those aspiring to join it is to remain undaunted by setbacks. The landscape of this field is becoming increasingly competitive, yet the essence of success lies in persistence and resilience. It's crucial to navigate challenges with determination, view failures as opportunities for growth, and commit to lifelong learning and improvement. Every challenge faced is an opportunity to strengthen your resolve and pave the way for future achievements.

Q&A

When did you begin practicing aesthetics? 2009

What do you love about medical aesthetics? We have the ability to boost our patient's confidence with just one appointment.

What obstacles have you encountered because you are a woman? Even though aesthetics is driven by women on the patient and provider side, I found that finding representation as a woman at conferences and KOL panels was rare and that most of the providers who were looked up to were male, and I found that odd. I eventually made it to those top stages that I would mainly see men on panels for and even had to create that space for myself and others at times, and it is something I am very proud of.

What kinds of support have you received from other women in the industry? I have never had male colleagues message me just to say they appreciate what I have done for our industry or that they admire my work, let alone approach me in person at conferences to say the same thing. But with women, the support is always vocalized. We reach out to each other, we build community, we express our gratitude openly for each other, and I am so thankful for that.

What would you change about your experience in the industry if you had the chance? Absolutely nothing. Every win and loss have been valuable lessons, the losses even more so than the wins. To learn from mistakes and to adapt to become a better provider and colleague is something I would never trade for the sake of an easier journey.

What advice would you give to other women in the industry? The worst thing any provider can do is compare themselves to others. If you find yourself constantly scrolling and watching what others are doing instead of focusing that time and energy on how you can become better, it is a huge waste of our most valuable asset—time. Focus on serving your patients better, enjoying what you do, inspiring your team and creating a lasting legacy as a provider, and you won't go wrong.

Vanessa Lee, RN, THE THINGS WE DO



Vanessa Lee, RN, is the force behind The Things We Do and a world-renowned medical aesthetic provider. She is highly sought after for her dedication to natural intention beauty guidance and her commitment to inclusivity and ethical practice while providing natural yet transformative results. A true creative at heart, Lee infuses her beauty and skin care methodologies with the aim of accentuating natural beauty and facial harmony. Fueled by her passion for intentional beauty and her deep commitment to inclusivity, Lee formulated her own celebrity-loved skin care line that highlights effective ingredients for all skin tones. Her reach continues to expand, with five locations in California and Hawai'i.

Help increase your practice's profitability by

boosting patient loyalty

Cultivating a loyal patient base is essential to success. Loyal patients are willing to return for multiple procedures because they trust your recommendations, and they drive referrals by telling their friends about your practice. One simple way to help support these relationships is by accepting the CareCredit health, wellness and beauty credit card so they have a convenient way to pay for every procedure.



3 easy ways to help you develop lasting relationships

Make use of the free tools and resources CareCredit provides to help you build loyalty with patients so they come back to your practice time and again.

1

Host an open house event to exhibit your expertise

Special events can help attract new patients and strengthen your bond with existing ones, leading to more scheduled appointments and increased revenue.



Feature your credentials, years of experience and board certification to build trust.



Showcase the procedures you offer, including the latest techniques.



Highlight what sets your practice apart from other providers.

Make it a hit with the CareCredit Special Event Kit.

Get invitations, welcome signs, social posts and more. Plus, find helpful tips in the Doctor's Guide to a Successful VIP Event created by Karen Zupko, president of KarenZupko & Associates, Inc.

2

Show you offer financing to help ease cost concerns

Letting patients know you accept the CareCredit credit card can help them stay focused on their desired care—and plant the seed to come back for more procedures.



Include CareCredit banners, buttons and content on your website or social media.



Use the CareCredit Payment Calculator to show patients what their monthly payments could be.



Place table displays and brochures throughout your practice to give patients easy access to financing.

Put convenient financing at their fingertips.

Your CareCredit materials include a custom link and QR code to give patients a simple, contactless way to see if they prequalify (with no impact to their credit score) and apply for the CareCredit credit card.

3

Generate word of mouth and referrals

89% of cardholders say they would recommend CareCredit to a friend.¹ When payment is easy, your patients will have another great reason to tell their friends about your practice.



Ask patients to leave a review after their visit so people see how great your practice is.



Send patients personalized recommendations to show you really know them.



Offer a referral program to incentivize your patients to spread the word.

Connect with patients who have purchasing power.

Within the Provider Center, you can see which of your patients have the CareCredit health, wellness and beauty credit card. Include CareCredit in your marketing so they know your practice accepts it.

Financing for every procedure

CareCredit has been trusted by millions of cardholders for over 35 years to help patients pay for all types of care, including cosmetic procedures. When you accept the CareCredit credit card, you can help boost your business by giving patients a way to pay for all the procedures they need or want.

Already enrolled? Get your practice materials at carecredit.com/providercenter

Not yet enrolled? Start accepting CareCredit at carecredit.com/enrollamspa or call 855-860-9001.

AmSpa members receive 20% off merchant rates on purchases of \$200 or more.

Nurse Practitioners can now enroll in states allowing independent practice.*

*Subject to state requirements.

¹CareCredit Cardholder Engagement Study, 2023. CareCredit is a Synchrony solution.

Nicci Levy, ALCHEMY 43

Nicci Levy, a renowned entrepreneur and founder of Alchemy 43, is a visionary in the beauty industry. Her journey started as a makeup artist for brands such as Benefit, MAC and ck Calvin Klein, where she honed her skills and grew her love of beauty and cosmetics. Inspired by her own experiences and driven by a desire to make aesthetic services more accessible, Levy created Alchemy 43, an aesthetics brand specializing in microtreatments that later gained recognition for its innovative approach to “the best works goes unnoticed.” Under her leadership, the brand combines expertise with the latest treatments and excels in personally tailored cosmetic enhancements that celebrate individuality. With locations in California, New York and Texas, with more planned, Alchemy 43 distinguishes itself with an accessible and convenient option in the aesthetics space.



Q&A

When did you begin practicing aesthetics? I've worked in medical aesthetics since 2009, getting my start as an Allergan business development manager.

What do you love about medical aesthetics? I am deeply passionate about enhancing confidence. I believe that when you like what you see in the mirror, you feel empowered to take on life boldly.

What obstacles have you encountered because you are a woman? I am constantly underestimated, and I love that because I love proving people wrong.

What kinds of support have you received from other women in the industry? The women leaders in this industry are a special and unique group. We are all extremely collaborative and supportive.

What would you change about your experience in the industry if you had the chance? I wouldn't change anything. I truly believe I have learned a tremendous amount from each obstacle and each situation. That's what has gotten me to this point.

What advice would you give to other women in the industry? Keep on keeping on. The tough moments come and go but the industry is so resilient. If you keep at it, you'll succeed!

Q&A

When did you begin practicing aesthetics? 2004.

What do you love about medical aesthetics? I love beauty, gifting confidence and using my hands in a skilled procedural way to create the beautiful outcomes that gift the confidence. I've always loved procedural work. But, most importantly, I love the long-term intimate relationships you can develop with your patients. I have witnessed generational history full circle. There are women who started to see me when their kids were little—I heard all about these kids growing up and got these women ready for every major event in their lifetimes—and sometimes have transitioned into seeing their kids as my patients now too.

What kinds of support have you received from other women in the industry? My friendships with other women in this industry are very special. I don't have a ton of time for friendships outside of "work," but I have found some the most genuine, generous and loyal friendships in this space.

What would you change about your experience in the industry if you had the chance? I wouldn't change a thing. I've been in this specialty since its inception, and the experiences I have had, both good and bad, have provided me the foothold to become who I am today. I am pretty proud of the provider I am today. I wish I would have had a greater focus on continuing education back in the earlier days of my career, but it just wasn't as available as it is now. We are so lucky to be part of this incredible time of evidence-based information that is emerging in this specialty.

What advice would you give to other women in the industry? Never wait for anyone to hand you anything. It's not your boss's responsibility to train you or make you better at what you do. Work for your personal growth. Invest in yourself—it will pay you back in major dividends in the future.

Nicola Lowrey, PA-C, N2 AESTHETICS



Nicola Lowrey, PA-C, began specializing in cosmetic injectables in early 2004. She focuses on full face restoration, with the goal of enhancing her patients' natural beauty in the most subtle and powerful way. With 20 years of clinical experience and a patient-focused approach, she uses an artistic and clinically safe method to achieve these results. Lowrey takes great satisfaction in helping her patients achieve their desired beauty goals. As a highly sought-after industry leader and one of the most requested industry speakers/trainers in the U.S., Lowrey is passionate about education and often travels across the country to train other injectors.

Alexa Nicholls Costa, NP, LEXRX



Alexa Nicholls Costa, NP, is a board-certified nurse practitioner and co-founder/CEO of LexRx and Inject With Lex. LexRx was founded in 2015 and has scaled to five brick-and-mortar locations in Massachusetts—Beacon Hill, South Boston, Nantucket, Charlestown and a Seaport pop-up—all while remaining 100% founder-owned, cash-flow positive, and without outside investment or business loans. She has immense clinical and research experience in plastic surgery at Massachusetts General Hospital, where she trained alongside the division chief and lead nurse practitioner. Nicholls Costa is also faculty for Galderma's GAIN Business division.

Q&A

When did you begin practicing aesthetics? 2010

What do you love about medical aesthetics? I love that this specialty has allowed me to embrace and ignite the entrepreneurial spirit I have always had while combining it with my passion for being a nurse practitioner owner-operator of a private practice. I have always loved science and fine art, and being able to curate my own path in this industry has been so fulfilling.

What obstacles have you encountered because you are a woman? I feel really blessed that I have not encountered obstacles or challenges being a woman—in fact, I truly think it is a competitive advantage to be a fierce female entrepreneur.

What kinds of support have you received from other women in the industry? Having entered the aesthetic space early on, I have had the true privilege to meet so many incredible women in the industry—I have gained so many incredible, life-long friendships and feel so honored to be a part of this amazing specialty, surrounded by the most brilliant and inspiring minds.

What would you change about your experience in the industry if you had the chance? I genuinely would not change a thing—I am a serial optimist and have embraced the journey since 2015 with the mindset that everything happens for a reason, even if it takes time to learn the true reason. I try to find a silver lining in every experience and scenario, always using even the most challenging of circumstances as opportunities for personal and professional growth.

What advice would you give to other women in the industry? Passion and purpose go hand in hand. When you discover your purpose, you will typically find it is something you are tremendously passionate about. Stay in your lane, commit to your purpose and live it passionately.

Medical Spa BOOT CAMP

PRESENTED BY **AmSpa** AMERICAN MED SPA ASSOCIATION



At AmSpa's Medical Spa Boot Camp you'll get a baseline understanding of the most important rules and regulations you need to follow to protect your practice and your license. You'll learn **tried-and-true business strategies** specific to medical spas from industry experts and established owners who have been where you are. You'll make connections with med spa owners and professionals from across the country to build your community.

Protect Your Practice and Your License:

Understand med spa laws including critical compliance principles regarding ownership, diagnosis, supervision and delegation and much more.

Plan and Run Your Business Profitably:

Find a blueprint for building your business like hiring and compensating your team, attracting and retaining patients, financial metrics you need to track and that's just for starters!

WHO ATTENDS:

MEDICAL SPA OWNERS

62% of attendees are med spa owners looking to legally build a successful med spa practice.

MEDICAL PROFESSIONALS

55% of attendees are medical professionals taking their next steps on their medical aesthetic journey.

NEWER MED SPA PRACTICES

68% of attendees have been open less than 5 years and are learning how to build the practice of their dreams.

PEERS WHO WANT YOU TO ATTEND

100% of attendees surveyed in 2022 and 2023 would recommend the Medical Spa Boot Camp to a colleague or friend.

Virtual Boot Camp

\$499 for AmSpa Plus Members

If you can't make it to a live event, you can still access more than 9 hours of the Boot Camp through our Online Learning Center.

The Medical Spa Virtual Boot Camp is approved for 9.5 hours of AMA Category 1 credits.

learn.americanmedspa.org/p/virtualbootcamp



americanmedspa.org/medspabootcamps

Save \$75 on a Boot Camp with promo code: BCQP20

Promo code expires November 10, 2024 at 11:59pm EST. Promo code only applies to the primary registrant. Promo code cannot be applied towards additional attendee registration and cannot be combined with any additional offers. Discount only applicable to new Boot Camp registrants.

2024 BOOT CAMP SCHEDULE*

July 26 - 28

Houston, TX

September 20 - 22

New York, NY

October 18 - 20

Nashville, TN

November 8 - 10

Orlando, FL

*Boot Camp dates and locations are subject to change.

Lauren Olson, PA-C, RADIANCE MEDICAL AESTHETICS AND WELLNESS

Q&A



Pioneer—this word best describes **Lauren Olson, PA-C**. She graduated from Texas A&M when women were a minority and graduated from Baylor College of Medicine as one of the first 1,200 PAs in the country. In 2004, before the term “medical spa” was commonly used, Olson founded Radiance Medical Aesthetics and Wellness. Radiance is now in its second location with 27 employees. She speaks nationally and internationally and is a mentor to many. She has served on the Advisory Board for Allergan Medical Aesthetics and is currently an AMI national trainer and MINT PDO thread KOL and trainer.

When did you begin practicing aesthetics? I

started focusing on dermatology and aesthetic skin care and functional medicine while I was in family practice around 2001. I opened my medical spa in 2005 doing aesthetic and anti-aging skin care and injectables.

What do you love about medical aesthetics? I love combining the art and science of medical aesthetics and creating joy for people.

What obstacles have you encountered because you are a woman? Three male bankers turned me down for my business loan before a female banker saw my vision and loaned me the money to start my business. In this day and time however, I think it is important to recognize that we as women have a seat at the table. Don't look at yourself as «lesser than.» This is victim mentality and is self-defeating.

What kinds of support have you received from other women in the industry? Actually, it was kind of lonely at the beginning, being a pioneer in the field. It is inspiring to see other women excel in all aspects of the field, from the business end to training and education to content creation to delivering beautiful aesthetic results.

What would you change about your experience in the industry if you had the chance? When I started out, there was no social media, there were no formal training classes, and I did not have any business background. It would be so different now starting out. I learned from the school of hard knocks.

What advice would you give to other women in the industry? Start by shadowing the best. Commit to learning and training. You have to be all in if you want to be great; this is not a part-time profession. When someone tells you “no,” it's code for work hard, work smart and get it done.

Q&A

When did you begin practicing aesthetics? I opened our first location in July 2005.

What do you love about medical aesthetics? My passion for medical aesthetics is rooted in its transformative power to enhance people's self-esteem and confidence. Simple procedures can have profound effects. It's these subtle yet impactful changes that make this field incredibly rewarding for me.

What obstacles have you encountered because you are a woman? Initially, earning the respect of some vendors was a significant hurdle. I recall an incident with a sales rep, who was the territory manager, involving our negotiations for a new laser device. Despite repeated visits and discussions every Tuesday and eventually reaching an agreement, he delivered a used device instead of a new one. I was outraged. When I confronted him, his justifications were unconvincing, and I couldn't help but feel that this breach of trust was influenced by my gender. I strongly believe that had I been a male or a male physician, he would not have pulled something so deceitful.

What kinds of support have you received from other women in the industry? I've been fortunate to receive generous support in various aspects, from innovative marketing strategies to guidance on fundraising to simply having a trusted confidante for times when I needed to express my frustrations. In turn, I've reciprocated this support, sharing insights on best practices and offering advice on everything from equipment to options on marketing approaches to how best to foster a positive workplace culture.

What would you change about your experience in the industry if you had the chance? If I could affect change within the medical aesthetics industry, it would be to address the disparities in practitioner training and experience. I advocate for a standardized and fair training protocol that encompasses a deep understanding of anatomy and skin physiology, prioritizing patient safety above all.

What advice would you give to other women in the industry? To succeed in this industry, based on my personal experience, you need at least three qualities. Be passionate—your work should excite you. Be resilient—when faced with unexpected outcomes, don't give up. Bet on yourself—believe in your capacity to learn and succeed.

Marria Pooya, GREENWICH MEDICAL SPA

Marria Pooya is the founder and visionary of Greenwich Medical Spa (GMS). Since launching the company as a two-person operation in 2005, she has grown it to a seven-location enterprise. GMS was recognized as one of fastest growing companies by Inc. 5000 for 2020 and 2019, and the Greenwich and Westport locations were named Best Medical Spa by readers of Greenwich Lifestyle and Westport Lifestyle magazines, respectively. Before founding GMS, Pooya had a successful career as a high-yield Analyst on Wall Street with Alex Brown & Sons Inc. and Lehman Brothers.



Linette Rivera, MD, GLANZ AESTHETICS

Q&A

Linette Rivera, MD, is a double board-certified physician in internal medicine and endocrinology and metabolism. She has extensive training in aesthetic medicine, peptide therapy and hormone replacement. She specializes in regenerative and anti-aging medicine, treating the body as a whole. Dr. Rivera has founded multiple aesthetic practices in Florida and is the founder of Glanz Aesthetics, a luxurious aesthetic clinic in Miami. She is a KOL speaker for Alma Lasers and speaks for multiple renowned aesthetic organizations at elite conferences. Her mission is to see other providers thrive, achieving great results for their patients.



When did you begin practicing aesthetics? 2016

What do you love about medical aesthetics? I love how we get to learn innovative treatments all the time that help our patients improve how they look, how they feel and their self-esteem. And, of course, we can't forget how aesthetic conferences are educational but also so much fun.

What obstacles have you encountered because you are a woman? Luckily, this field is mostly composed of women, so I can say I have not had any bad experiences. On the other hand, in the medical field, I never thought I could own a medical practice because I was a woman.

What kinds of support have you received from other women in the industry? My girl gang has been key to me fulfilling my dreams and accomplishing so much as an entrepreneur. A few of my girlfriends are business owners and we not only support each other but also ask for advice, cry together, encourage each other when stress fills our brain, promote each other's businesses and celebrate our accomplishments. I am truly lucky to have such amazing women in my life.

What would you change about your experience in the industry if you had the chance? If I could change one thing in this industry, it would be how other business owners reduce pricing on treatments just because of competition around them. We providers and entrepreneurs need to value our years of learning and hard work, and teach our patients that they are not paying for a product but rather are paying for quality and an expert who is giving them amazing results.

What advice would you give to other women in the industry? I would advise other women in this field to take risks and follow their dreams. People around you will tell you that it can't be done, but you have to be brave and break stereotypes. The best time to start is now, and you just need to show others how nothing can stop you!

Q&A

When did you begin practicing aesthetics? I started in 2014, so I've been in it for 10 years now. I started as a dermatology research intern for Dr. Frederic Brandt, researching effectiveness and side effects of dermal fillers.

What do you love about medical aesthetics? It's always evolving and we're in the business of building confidence.

What obstacles have you encountered because you are a woman? People assume I'm naïve and don't understand my worth and value and believe I won't push back in negotiations.

What kinds of support have you received from other women in the industry? Mentorship! I didn't have strong mentors early in my career and I paid for it. After a few years, I realized how important it is and found a couple mentors with whom I strongly aligned and formed strong relationships. It made such a difference and is what motivated me to start our own mentorship program for newer injectors.

What would you change about your experience in the industry if you had the chance? I wish my initial training period would've focused more on anatomy and safety first. Instead, I was being taught advanced techniques with little guidance on safety. Anatomy drives what we do and I'm so glad to see the industry focusing more on how to be safe first, then the art comes in.

What advice would you give to other women in the industry? Don't give up, work hard and invest in yourself. The growth period can be challenging, but just focus on your goals and do whatever it takes to get there!

Neekan Rivera, PA-C, AÈRE AESTHETICS



Neekan Rivera, PA-C, is founder of Aère Aesthetics + Education, an aesthetics practice with a strong focus on education and an aesthetic training center with locations in both Beverly Hills, California, and Denver. She has been an Allergan Trainer for more than five years and is also a MINT PDO Threads trainer. She hosts private training courses under Aère Academy, all of which have sold out. Rivera is constantly advancing her own skills by seeking the best training programs in the world to ensure that she always delivers high-quality and effective treatments.

Alexandra Rogers, NP, LEXRX

Q&A

Alexandra Rogers, NP, is a board-certified nurse practitioner and one of the leading ladies of LexRx. She worked at Harvard Vanguard Medical Associates in the Adult and Pediatric Urgent Care Center, and then transitioned to managing her own urgent care clinic. In these roles, Rogers was exposed to many complex medical problems and gained immense clinical insight. After graduate school, she received formal certification through AMET for injectables. Her strong foundation in urgent/emergency medicine has evolved into a flourishing career as a nurse practitioner and trusted provider. As co-founder of LexRx and Inject With Lex, Rogers was the lead instructor at Northeastern University for the nation's first university-hosted injectables training program. As a key opinion leader in the industry, Rogers has been an invited speaker at numerous industry conferences. Rogers also co-launched an injectables program at Boston College.



When did you begin practicing aesthetics? I began practicing in aesthetics in 2015 immediately after graduation from nurse practitioner school.

What do you love about medical aesthetics? I love being able to build relationships with clients and build their confidence, helping them feel better as they take care of their skin and practice self-care. I love seeing that transformation in self-confidence and how it carries them through their work and personal life. I enjoy the combination of art and science in my daily work and being able to use creativity throughout the day.

What obstacles have you encountered because you are a woman? I can't say I have encountered any obstacles because I am a woman. Thankfully, the industry is very supportive of female business owners and women in medicine and aesthetics.

What kinds of support have you received from other women in the industry? Women in the industry are extremely supportive, constantly sharing resources and trainings and uplifting one another.

What would you change about your experience in the industry if you had the chance? I wouldn't change a thing. I am so proud of where LexRx is today, and we wouldn't be here if it weren't for the ups and downs along the way.

What advice would you give to other women in the industry? Stay true to yourself and stay focused on your passion. Avoid pressure from outside sources and surround yourself by supportive people.

Your Go-To MedSpa Medical Liability Insurance Agency

Are you planning to launch a new aesthetics med spa or anti-aging clinic? Perhaps you're considering expanding your existing practice. In either case, WMPG is here to help you choose the right coverage for your unique needs.

Who We Are

As a full-service independent insurance agency, we specialize in liability insurance for med spas, anti-aging clinics, and alternative & complementary services such as semaglutide, IV Therapy, PRP, HCG weight loss, BHRT hormone replacement, and integrative medicine clinics.

Contact us today for a free quote or consult with one of our agents to learn more.

INSURANCE EXPERTS

Collectively, we have over 30 years of experience in this industry. Therefore, we understand your business and liability concerns.

Our goal is to work with you to present the best mix in price and coverage so you go about running your business. If a claim occurs, you're protected, that simple.



Scan the code to the left or go to the URL below:
wmpg.insure/amspa

WMPG Perks

SAVE TIME & MONEY

We are partnered with all the major carriers - so we'll match you with the best carrier and customize your policy for maximum protection and savings.

FINANCE OPTIONS

Financing options are available. Pay in one lump sum, or in smaller payments. Get started today and ask your account manager for more details.

AMSPA MEMBER BENEFITS

As an AmSpa member, you'll receive a FREE risk analysis, which includes a 'WHAT I NEED' insurance report tailored to your business. Additionally, you'll receive authorized consent form templates for recognized procedures offered by all major carriers, and a FREE consultation with a licensed agent. Simply mention that you're an AmSpa member and get started today.

Sarah Safa, MS, PA-C, REFINED AESTHETICS

Q&A

With more than 18 years of plastic and reconstructive surgery experience, **Sarah Safa, MS, PA-C**, is a top national aesthetic specialist. She is well known for her non-surgical precision with laser treatments, advanced neuromodulator injections, and facial mapping with a wide array of soft-tissue facial fillers. Safa has successfully trained more than 5,000 aesthetic medical providers on advanced injection techniques and aesthetic business development. For more than 17 years, Safa has served as a top trainer for Allergan's National Speaker's Bureau, in addition to serving as faculty for the Academy for Injection Anatomy, Revance Therapeutics, MTF Biologics, and Sciton Inc. She has multiple publications and interviews featured in numerous industry publications and has lectured for leading industry organizations. She is the founder of Refined Aesthetics.



When did you begin practicing aesthetics?
2005

What do you love about medical aesthetics?

Medical aesthetics is a form of medicine that provides licensed medical professionals the opportunity to deliver both mental and physical well-being to patients in an artistic and scientific manner.

What obstacles have you encountered because you are a woman?

Most obstacles I have encountered have been outside of the aesthetic field and more so in primary medicine. I was challenged many times if I had the ability to succeed when seeking an advanced degree versus some of my male counterparts. Becoming an educator allowed me the confidence to ignore the noise and place myself in a position in which some of my male colleagues would then call on me for guidance.

What kinds of support have you received from other women in the industry?

In the last 20 years, I have received endless support from other women helping me ground myself, strive for work-life balance, practice forgiveness and shoot for the stars.

What would you change about your experience in the industry if you had the chance?

I would have ignored the self-doubt I had early on and the struggles with imposter syndrome and replace the internal chatter with positive vibes.

What advice would you give to other women in the industry?

It is the struggle that makes us stronger. You learn far more lessons by losing than you do winning.

Q&A

When did you begin practicing aesthetics? I started my journey in aesthetics during my residency in 2012, initially exploring the field on a personal level. However, my official engagement with patients and formal training commenced the first summer after completing my residency in 2014.

What do you love about medical aesthetics? My passion for medical aesthetics revolves around the transformative impact we can have on patients' lives. Being deeply involved in an industry that is focused on holistic well-being is immensely fulfilling.

What obstacles have you encountered because you are a woman? Undoubtedly, being a woman in the field of medical aesthetics has presented its challenges. One notable obstacle has been the initial struggle to be taken seriously. In a landscape still predominantly dominated by male doctors, breaking through stereotypes and establishing credibility as a female physician has been a journey filled with resilience and determination. Despite these challenges, I am hopeful for a future where more women physicians can thrive in the industry.

What kinds of support have you received from other women in the industry? I've found solace and encouragement in the support provided by organizations like AmSpa, which actively promotes and supports women in the field of aesthetics. Attending the Women in Aesthetics Leadership Conference in Miami in 2023 was a transformative experience, and I wholeheartedly recommend it to all women in the industry.

What would you change about your experience in the industry if you had the chance? If given the opportunity, I would have appreciated a program during my residency that facilitated connections with other doctors running businesses. Such a program could have provided valuable insights and mentorship, potentially easing the transition into the business aspects of the medical aesthetics field.

What advice would you give to other women in the industry? To my fellow women in the industry, I would offer the following advice: Keep going, don't stop and never give up. Hard work pays off and having a coach can be invaluable. Embrace the journey, stay resilient and contribute to the collective empowerment of women in medical aesthetics.

Rahi Sarbaziha, MD, INTEGRATIVE AESTHETICS



Rahi Sarbaziha, MD (“Dr. Rahi”), is a Persian-American double board-certified integrative aesthetics doctor based in Beverly Hills, California. Internationally recognized for her unique holistic and integrative approach to cosmetic rejuvenation and inner health, Dr. Rahi caters to her patients' specific needs to help them achieve long-lasting results. With the combination of functional medicine and aesthetics, Dr. Rahi helps patients reach optimal physical beauty and health from the inside out. With A-list celebrity clientele and a waitlist for new patients, Dr. Rahi is carving out a new lane for wellness by taking a comprehensive approach that goes beyond medicine and cosmetic treatments.

Taylor Siemens, NP-C, VITALYC MEDSPA



Taylor Siemens, NP-C, a board-certified nurse practitioner recognized by the American Association of Nurse Practitioners, is a dynamic force in the world of aesthetic medicine. As the vice president of operations at Vitalyc Medspa and the founder of My Aesthetic Training, she seamlessly marries the expertise of a practitioner of medicine with that of a multi-site business operator. Siemens's journey into aesthetic medicine commenced as an operating room nurse specializing in facial plastic surgery. Through her diverse patient interactions, Siemens has honed a profound understanding of the aging process, fueling her skillset in crafting comprehensive, multi-modality treatment solutions that align seamlessly with patients' aesthetic objectives.

Q&A

When did you begin practicing aesthetics?

I started as a nurse in facial plastics about 9 years ago.

What do you love about medical aesthetics?

I love helping clients and clinicians find their confidence and feel more like themselves.

What obstacles have you encountered because you are a woman? I came from plastic surgery, and women in that field are not always as respected as male counterparts. Most people assume you are working the front desk or only answering phone calls for the surgeon.

What kinds of support have you received from other women in the industry? I have many mentors in the industry who are women who have been meeting with me from the beginning to celebrate my successes and offer advice based on their experience in the industry.

What would you change about your experience in the industry if you had the chance? Given the chance, I would have put effort in creating community in the industry from the beginning—it took me about four years to recognize this was needed.

What advice would you give to other women in the industry? Find the people who move like you and have similar goals, then make a commitment to meet regularly and hold one another accountable to the practices you want to build.

Join AmSpa



Your National Medical Spa Association, **Which Puts Community Over Competition**

Business

- Free copy of the latest *Medical Spa State of the Industry Report*—a bi-annual industry report that provides business, operations, staffing, and legal statistics and analysis of one of the fastest-growing industries in the United States, fast approaching a total value of \$15 billion.
- Free download of AmSpa's Informed Consents and Intake Forms (\$1,200 value)
- 50% off Member pricing on AmSpa Standard Operating Procedures

Events

Exclusive Member pricing for all AmSpa-hosted events:

- Medical Spa Show
- Medical Spa Boot Camp for business and legal training
- Academy for Injection Anatomy clinical training

Legal

- A FREE legal consultation with ByrdAdatto, AmSpa's national medical aesthetic law firm (\$400 value)
- AmSpa Plus State Legal Summary (100+ medical aesthetic legal questions answered; valued between \$8,500 to \$13,500 per state*) *30 to 50 hours of legal work at a national hourly average of \$270

Community

- Access to AmSpa Connect!—an exclusive networking platform for Members

Online Learning Center

- Recorded webinar library with exclusive Member pricing
- Free registration for all live webinars hosted by AmSpa

News

- Email alerts with legal analysis for new laws in your state

New membership experience enhancements make accessing your benefits easier than ever before!

Who Are AmSpa Members?

79% of AmSpa members are owners of their practice, and common professional titles include:

- NP/APRN: 21%
- RN: 16%
- Physician: 15%
- Supervisor/Manager: 13%
- Medical Director: 7%
- Aesthetician: 10%
- C-Suite: 6%
- PA: 5%

JOIN TODAY

www.americanmedspa.org/become-a-member

Use promo code **PlusQP20** to save \$100 on an AmSpa Plus Membership upgrade! Promo code expires December 31, 2024. Promo code cannot be combined with any additional offers.

La-Tasha Walker, RN, LA-MON'E AESTHETICS



La-Tasha Walker, RN, started her career as a cosmetologist at Elizabeth Arden Salons, focusing on hair and skin care. After nine years, she returned to school to pursue a nursing degree. Walker has been a registered nurse for more than 11 years. She has worked in various fields, from pediatrics to the operating room. Combining her love of aesthetics and medicine, she became an aesthetics nurse injector in 2020. Walker strives to bring education and safe aesthetics treatments to all skin tones at every stage of life.

Q&A

When did you begin practicing aesthetics? 2020

What do you love about medical aesthetics? I love that I'm able to combine my background in cosmetology and aesthetics with my nursing education. I love that I can not only make people feel more confident in their skin, but also educate them in treating their skin and the aging process. I love making them feel empowered and in control of their aesthetics journey.

What obstacles have you encountered because you are a woman? The biggest obstacle that I have faced as a woman is the work-life balance. Managing the demands of a business while maintaining balance with personal life and family responsibilities can be very challenging as a woman.

What kinds of support have you received from other women in the industry? I have talked to many women that have been business owners much longer than I have and have gained great guidance and support. That support has come in many forms and for numerous different reasons. Whether it's just a phone call to see how everything is going, advice on marketing, clinical expertise and sometimes just the listening ear of someone who understands where I am in my business journey.

What would you change about your experience in the industry if you had the chance? The one major thing that I would change about my experience in the industry is not getting a mentor/coach and joining an aesthetics community sooner. Having support and guidance early on in my career would have provided me the resources I needed to have to best navigate the aesthetics industry, which would have saved me a lot of money in expenses.

What advice would you give to other women in the industry? I would advise women in the industry to build a strong community with experienced providers and peers to lean on for support. I would also advise women to fully support one another, pay it forward and help guide the newcomers in the industry.

Q&A

When did you begin practicing aesthetics? I started practicing in 2004, so I am in my 20th year.

What do you love about medical aesthetics? What I love about medical aesthetics is that it's not only the practice of aesthetic medicine, but it is the mixture of medicine with artistry.

What obstacles have you encountered because you are a woman? I haven't really encountered many obstacles because I refuse to let obstacles stand in my way.

What kinds of support have you received from other women in the industry? In terms of support, not all women providers are sharers, but I do have a small circle of women within the industry who I really trust and have been the foundation of my growth within aesthetics.

What would you change about your experience in the industry if you had the chance? I'd prefer that new injectors would be reliant upon experience, classes and diligence rather than Instagram or Patreon videos as a guiding benchmark for aesthetics.

What advice would you give to other women in the industry? Seek out partners who are like-minded, and network. This will help you to continue to grow your brand both aesthetically and educationally within the industry. Don't stay isolated. There are certain organizations like ISPAN and AmSpa, as well as conferences where you have the opportunity to grow your network and to expand your knowledge within the field.

Hermine Warren, DNP, APRN, CANS, FACIALOLOGY

Hermine Warren, DNP, APRN, CANS, has been in nursing since 1974, with an advanced practice degree since 1980. She is an educational/clinical GAIN trainer for Galderma, is a PALETTE faculty member, is co-faculty for the Academy of Injection Anatomy with Chris Surek, DO, FACS, and has maintained a clinical practice in the non-surgical cosmetic subspecialty field since 2004. Warren graduated with her Master of Science in Nursing from the University of Colorado in 1979 and her Doctor of Nursing Practice from Walden University in 2014. She is a member of Sigma Theta Tau since 1979 and a member of the Golden Key International Honour Society since 2013.



Limor Weinberg, FNP-BC, THE CLINIC USA

Limor Weinberg, FNP-BC, is a girl boss and aesthetic mastermind with more than 20 years of experience as a board-certified nurse practitioner. She founded The Clinic USA, an intimate training destination for aspiring aesthetic providers. Weinberg's renowned "lip mapping" technique has made her a sought-after mentor in the industry. Recently, Weinberg launched Fillers Anonymous, a merch and apparel brand that adds a humorous twist to the art of aesthetics. With cheeky slogans and stylish designs, Fillers Anonymous is a go-to for beauty enthusiasts to express their love for aesthetics.



When did you begin practicing aesthetics? My career in aesthetics began in 2005 when I became a licensed aesthetician. In 2016, I graduated with my nurse practitioner degree and began a new journey as an aesthetic injector.

What do you love about medical aesthetics? What I love most about medical aesthetics is that I can express my artistic side while still being backed by scientific research.

What obstacles have you encountered because you are a woman? The biggest obstacle I have faced is the wage gap. There is definitely a double standard for men and women in the medical field.

What kinds of support have you received from other women in the industry? The women in this industry are amazing. Everyone is always looking out for each other and supporting each other's ventures and projects. About a year ago, I started a merch and apparel line catering to injectors. I received so much love and support from women I didn't even know! It's truly humbling when others embrace a project you worked so tirelessly on.

What would you change about your experience in the industry if you had the chance? Even with all the comradery mentioned above, there is still a lot of negativity and jealousy. I have not experienced too much of this myself, but I have witnessed it. I'm a huge proponent of community over competition. We can get so much further as an industry if we work together.

What advice would you give to other women in the industry? If you truly feel passionate about what you do, have patience with yourself and do not let anyone stop you. I know this advice may sound cliché, but I got into this industry before it was "cool." It wasn't easy to become successful in a field that was often overshadowed and even frowned upon by its male-dominated counterparts in plastic surgery and dermatology. All I can say is that it was worth all the blood, sweat and tears. The best part is that since aesthetics is still a relatively new field, there is no limit to what you can do and no glass ceiling to shatter.

Save the date for
The Medical Spa Show 2025!

2025
the | medical
spa show
April 10-13, 2025



AmSpa Presents the Inaugural Women in Aesthetics Leadership Conference

WALC

Women in Aesthetics Leadership Conference

PRESENTED BY **AmSpa** AMERICAN MED SPA ASSOCIATION

Wednesday, November 1st

From November 1 – 3, 2023, the Women in Aesthetics Leadership Conference convened for the first time at the luxurious 1 Hotel South Beach in Miami. This event was developed from a desire to feed the souls and minds of the women leaders who power the profession. Attendees cultivated effective leadership skills with inspiration from high-profile experts in aesthetics and business and made new connections with peers who share their goals and aspirations. Beautiful Miami Beach lent itself to the re-energizing sessions designed to encourage mental and physical wellness. Over the next few pages, *QP* attempts to capture the energy of this incredible inaugural event.



Aesthetic owners mingle at the 1 Hotel Beach Club to kick off the Women in Aesthetics Leadership Conference during Wednesday evening's welcome reception.



(Left to right) Jessica Nunn and Christin Trujillo of Maven Financial Partners, Mia Budisa of Evolus, and Victoria Senyk, BSN, RN, LE, of Aesthetics Temple enjoy cocktails and conversation at 1 Hotel's private beach during WALC's welcome reception.



Cortney Hall of Imago Medical and Shannon King, BSN, BHA, RN of Le Meilleur Beauty and Wellness chat aboard the Biscayne Lady.

Thursday Morning, November 2nd



Ashley Boice of Ahana Yoga leads a fitness session to start the day off strong.



AmSpa President and COO, Cathy Christensen, welcomes the room of aesthetic businesswomen.



Carrie Strom, senior vice president of AbbVie and president of Global Allergan Aesthetics (left), moderates a conversation with Sara Blakely, the founder and executive chairwoman of Spanx. Blakely delighted attendees with wisdom from her entrepreneurship journey.

Thursday Afternoon, November 2nd

WALC

Women in Aesthetics Leadership Conference

PRESENTED BY **AmSpa** AMERICAN MED SPA ASSOCIATION



AmSpa Founder and CEO, Alex Thiersch, JD, speaks with (left to right) Maegen Kennedy, MS, PA-C, of Windermere Medical Spa & Laser Institute; Shawna Chrisman, NP, of Destination Aesthetics; and Ann Frossard of SkinSpirit about medical aesthetic management and what it takes to lead a powerful team.



AmSpa recognized the Distinguished Women in Medical Aesthetics 2023, who distinguished themselves with their efforts to advance not only their practices but the industry as a whole.



Erika Barry discussed the power of personal branding and how she intentionally engages online while reserving energy to live her life.



Following the day's conference schedule, attendees engaged in curated breakout experiences including a custom scent creation (pictured), cocktail mixing class and relaxation on the beautiful Miami Beach. The evening concluded with dinners alongside their experience groups.

Friday, November 3rd



Stephi Wald of willfly directed early risers through a morning breathwork session with exercises to connect back to the body and heart.



Leadership coach Tugba Yanaz of Lead + Vision shares her tips for owning your power as a woman leader.



The Women in Aesthetics Leadership Panel gave attendees a big picture view of leadership. Joining AmSpa's Cathy Christensen are (left to right) Carrie Galpin of Galderma, Marria Pooya of Greenwich Medical Spa, Susie Albion, MSN, RN, of Merz Aesthetics, and Nicole Chiamonte of Advanced MedAesthetic Partners.



Attendees chat and take in the view in the 1 Hotel South Beach Penthouse as they say farewell to WALC 2023 and the connections they made.

When incorporating medical spa services, products or business solutions into your practice you have a wide range of brands from which to choose. AmSpa partners with the several of the leading companies in the medical spa space, and many of them offer discounts and special offers to AmSpa Members. To learn more, visit www.americanmedspa.org/page/VendorDirectory

Note that while AmSpa does vet its vendor partners, AmSpa does not endorse or recommend any vendor over another.

BUSINESS SERVICES

BUSINESS SOFTWARE

DEVICES & SUPPLIES

INJECTABLES

PHARMACEUTICALS

SKINCARE

Presented by **AmSpa** AMERICAN MED SPA ASSOCIATION

2024 e|medical +|spa show April 11-14, 2024

*



**The Premier Conference and Trade Show for
Non-surgical Medical Aesthetics**

medicalspashow.com

Save \$50 on MSS with promo code: **QP18MSS**

*Promo code expires April 9, 2024 at 11:59pm PST. Promo code only applies to the primary registrant. Promo code cannot be applied towards additional attendee registration and cannot be combined with any additional offers. Discount only applicable to new registrants.

#MedSpaShow2024

*All dates, locations, times, exhibitors and speakers subject to change.

Wynn
LAS VEGAS

© 2023 Candela Corporation. This material contains registered and unregistered trademarks, trade names, service marks and brand names of Candela Corporation and its affiliates. All other trademarks are the property of their respective owners. All rights reserved.

The Power of Plus.†



GentleMax Pro Plus®

The gold standard in laser hair removal...

- + Plus treat wrinkles, benign pigmented lesions, vascular lesions, and more
- + Plus easily delegate operation with guided modes and presets
- + Plus get expert service and support

Learn more about the GentleMax Pro Plus® system at **800-733-8550** or visit us at candelamedical.com/gentle-laser-legacy



candelamedical.com | 800.733.8550

CANDELA®
Science. Results. Trust.