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News

Cosmetic Bootcamp Marketing and Management Symposium Nears Record

WEST PALM BEACH, Fla., Oct. 3 /PRNewswire/ -- The Cosmetic Bootcamp LLC announces that it is nearing attendance and industry support records for its December, 2007 Marketing and Management Symposium at The Four Seasons in Las Vegas. According to **Kenneth Beer MD**, the program director, this is a result of "our sold out previous meetings for both attendees and industry." Now, Beer says, "people look forward to what has become the most important meeting in cosmetic medicine."

The December meeting is designed to teach physicians and their staff how to manage and market a cosmetic practice. It complements the Cosmetic Bootcamp summer meeting, which focuses on aesthetic techniques such as injecting Juvederm, Perlane, Restylane, and Sculptra as well as the use of lasers and light sources. This year, the summer meeting will be held at the Broadmoor Hotel and, according to **Mary Lupo, MD**, it is "already setting meeting milestones for attendance and sponsorship." **Dr. Vic Narurkar**, partner in Cosmetic Bootcamp LLC, believes that the meeting, entering its fourth year, "is now recognized as the place for core specialists to learn the latest techniques, and that the meeting provides a high level venue for industry to interact with specialty physicians."

Despite its success, the meeting has no plans to deviate from its core mission of providing education to specialists rather than becoming a factory meeting.

SOURCE Cosmetic Bootcamp LLC