



For Immediate Release
Contact: Beautiful Woman Inside and Out, Inc.
www.beautifulwomaninsideandout.com
301.773.4811

“Empowering Women and Young Girls to truly be *Beautiful Inside and Out*”
The September 7th event offers all women and young girls a day of glamour, fun, excitement, tips and empowerment to achieve beauty inside and out.

Bowie, Maryland - August 27, 2013 – Women are invited to make their way to the Hyatt Regency Crystal City on September 7th for an elaborate, glamorous event that celebrates and empowers women and young ladies. This is the latest stop on the *Beautiful Woman Inside and Out* tour, which gives registrants a unique opportunity to embrace all aspects of their womanhood!

“I founded *Beautiful Woman Inside and Out* to really address and celebrate the whole woman,” says Dr. Sharon Allison-Ottey, the host of this event. “We want to give a woman the chance to take a deep breath, relax, kick up her heels, and really give her a day to be pampered, informed, wowed and celebrated!” Dr. Allison-Ottey is at the forefront of the charge to better appreciate the link between beauty, fashion, self-esteem, health and psychological well-being. “Women must understand that health issues affect our mind, body and spirit—this includes our outer appearance,” she says. “For instance, high blood pressure can lead to skin changes, mood peaks and flows, hair changes and other ‘beauty’ issues that in turn can impact our self-esteem.”

Driven by the inseparable link between health, beauty and well-being, she has assembled an eclectic cast of nationally renowned and vibrant experts to push participants to build their whole self, including: Dermatologists, Celebrity makeup artists, Celebrity hair stylists, Fashion and image consultants, Aestheticians, Fitness and nutrition experts and much more!

The event boasts elaborate gifts, valued at thousands of dollars, given in a joyous atmosphere throughout the day. All registrants receive a luxury gift bag filled with swag, engaging sessions, accessible speakers, mini makeovers and professional photo shoots for the **DIVAS**, luxurious meals and an atmosphere that will speak to the glamour and elegance of the occasion. Women of all ages, races and backgrounds are invited to this gathering—great for mother/daughters, best friends and groups of women from all over the country. The hotel offers special discounted rates for out-of-town guests or women who want to really pamper themselves.

In 2012, Dr. Allison-Ottey added a program geared toward teens, *Becoming a Beautiful Woman Inside and Out*. It was a phenomenal success, giving teens health, beauty and etiquette tips, as well as a welcome boost to their self-esteem.

“We must tell young ladies that they have worth and value, we must give them tips and training as they journey into womanhood and we must appreciate and applaud them,” said Dr. Allison-Ottey. “And that is just what we do! I invite parents, family-members, community groups, civic and faith organizations to send young ladies to this event.”

Women and young ladies will converge on the Hyatt Regency on September 7 to immerse themselves in an agenda that is as much about motivation, empowerment and beauty as it is about useful and practical information in fashion, hair, health, skincare, fitness and other areas.

“We empower all women to live their absolute best lives and we give back by donating a portion of the proceeds to breast cancer and domestic abuse programs,” says Dr. Sharon Allison-Ottey. “It is important for women to address inner and outer beauty together, whether self-esteem, whether it really is how do I do my hair, or whether it is how to get my blood pressure under control.”

A unique added aspect of this event is the Sweetheart Package which was created as a gift package that anyone can purchase for that special someone in their lives. This package boasts lots of goodies and special recognition for the recipient. The organizers recommend that this package be gifted to a wife, significant other, mother, aunt or particular woman that you want to feel special.

“Beautiful Woman Inside and Out is an event like no other! It’s not a health event, it’s not a boring seminar—it is an event that embraces, empowers, lifts and applauds womanhood. I am so moved by the testimonials, the women’s reactions and the long lasting effects that this day has on all attendees. We continue to have our 100% guarantee that they will LOVE this event, or they will have their registration refunded—nobody has asked for a refund yet!” said Dr. Allison-Ottey.

To learn more about the event and register go to <http://beautifulwomaninsideandout.com>, through Facebook page at <https://www.facebook.com/BeautifulWomanInsideandOut> or call 301.773.4811. Vendors and organizations wishing to exhibit and/or promote products are welcome to visit the website and submit the application.

* * *