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Beautiful Woman Inside & Out Returns to the DMV to Empower, Educate & Uplift Women & Teens

Experts in Fashion, Beauty, Fitness, Health, Haircare and "All Things Woman" converge in DC with the focus on bringing WOW and Impact to women

Bowie, Maryland – October 10, 2014 – On Saturday, November 1, 2014 from 8 a.m. – 5 p.m. women and teens will have a unique opportunity to attend a phenomenal conference, “Beautiful Woman Inside and Out.” (BWIO2014) This conference convenes around the country and the next stop on the tour is the Omni Shoreham Hotel in Washington, DC. This conference will offer hundreds of attendees from diverse backgrounds a day of celebration, education, inspiration and empowerment. A team of nationally recognized experts in the areas of fashion, beauty, haircare, self-esteem, health/wellness and motivation will equip women with tools and challenge them to live their best lives.

The workshops and sessions approach “beauty” devoid of the typical stereotypes, dispel myths and provide practical advice from experts. The conference continues to evolve, and in 2014 “A Beautiful Friday Girl’s Night with Dr. Sharon and Friends” will feature an opening night of fun and entertainment that is complimentary to conference attendees on Friday, October 31, 2014 at 7 p.m., also at the Omni Shoreham Hotel.

“Women who have attended our events have repeatedly proclaimed that there is nothing like the “Beautiful Woman Inside and Out” experience. My vision for this event is to present a "WOW" factor for attendees and to encourage them to stand a little taller, walk with more confidence and to have an increased self-awareness and self-confidence,” says Dr. Sharon Allison-Ottey, aka Dr. Sharon, the host and founder of this event. Dr. Allison-Ottey goes on to say that, “I’m a physician so I discuss health and wellness often, which is important. However, in terms of addressing the whole woman, we also have to discuss self-esteem, relationships, healthy living, beauty, fashion and other areas which are uniquely “woman.” I am a professional woman who embraces my family, friends and career but I also like a little lip gloss, love a great outfit and need help with my haircare. I need expert advice, and that’s exactly what we offer attendees. This conference brings leading experts to women in an engaging, dynamic setting.”

For many years, BWIO attendees have raved about the impact this conference has had on their lives. “Absolutely, positively the BEST conference I have EVER been to—and I’ve been to plenty! Can’t wait for the next one! I AM Beautiful—Inside and Out!” says a past attendee.

“I began “Beautiful Woman Inside and Out” to address the whole woman and to give women the chance to take a deep breath, relax, kick up their heels and receive great information through a dynamic day of glamour, engaging sessions, hands-on demonstrations and lots of surprises. Participants also enjoy pampering, shopping with unique vendors, meeting authors, a spirit of positive energy and sisterhood,” says Dr. Allison-Ottey. “I am always clear. I didn’t create “Beautiful Woman Inside and Out” as a health event! We must speak to the entire woman and that includes all aspects. Women laugh, jump, squeal, listen intently and ask questions, fellowship and yes they cry tears of joy during this phenomenal day.”

This event is “over the top” and will include surprise giveaways and high-end luxury items, gift cards and an array of desirable gifts. In addition, a unique aspect of this event is the Sweetheart Package, a gift package that anyone, including men, can give to a special woman. This package is designed to honor mothers, wives, girlfriends, aunts, sisters, etc. Often times, women are so focused on their families, careers and life in general, that they don’t take time to care for or appreciate themselves. This groundbreaking conference addresses women in a way that they can relate to and embrace.

In 2012, Dr. Allison-Ottey added “Becoming a Beautiful Woman Inside and Out” to the agenda, a teen component for girls ages 12 to 17, with a focus of boosting self-esteem, providing health, beauty and etiquette tips in a similar atmosphere that is “charged” with energy and excitement. “We must tell and show 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,” says Dr. Allison-Ottey. “I grew up hearing my father tell me that I could be anything that I wanted to be and that I was his “smart, pretty girl.” This did wonders for my vision for my life and fueled me forward. Unfortunately, not every girl or teen has that in her ear and certainly in this day and time being a pre-teen or teen is tough. We added the young girl’s component to give them the same experience as adult women but to really address their unique needs,” says Dr. Allison-Ottey. Parents, family members, community groups, civic and faith organizations should make every effort to send young ladies to this event. We seek sponsors to help offset the registration of many young girls who desire to attend.

“I am 13 years old and I had to send an email about the Saturday program. My mom made me attend, and I am so glad that she did! I loved every second, and for the first time in my life I feel that I am pretty and smart and I don’t have to hide either!” says a past youth attendee.

For decades, Dr. Allison-Ottey has remained committed to motivating and uplifting persons in the area of health and empowerment. Dr. Allison-Ottey is a nationally recognized speaker and author and is loved by tens of thousands whom she has touched with her approachable, down to earth manner. She believes that one must be straight to the point and meet people where they are as it relates to health/wellness, navigating relationships and self-esteem. “Women should take this time – just for themselves. I love seeing their smiling faces, feeling their excitement and hearing how their lives are impacted during and after the event,” says Dr. Allison-Ottey.

Dr. Allison-Ottey welcomes the opportunity to participate in media interviews. To schedule an interview, to learn more about this event or to register, visit: www.beautifulwomaninsideandout.com or call 240-467-5858. Vendors, authors and organizations that would like to exhibit and/or promote products are welcome to visit: www.beautifulwomaninsideandout.com/sponsors-vendors.

More about BWIO: The “Beautiful Woman Inside and Out” event is designed is to educate, empower and equip women to live their BEST lives. Our objective is to address the “whole” woman and provide the necessary information in a culturally relevant manner that allows women to make informed choices about their health/wellness with a focus on both their inner (health/wellness) and outer beauty (physical attributes). For more information, visit: www.beautifulwomaninsideandout.com. Stay connected with us on Facebook: www.facebook.com/BeautifulWomanInsideandOut, Twitter: @beautifulwio, Instagram: @beautifulwio, and Pinterest: www.pinterest.com/beautifulWIO.

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