



NEWS RELEASE

CONTACT: Wyllisa Bennett, publicist
wrb public relations
310.266.9704

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THE “BEAUTIFUL WOMAN INSIDE AND OUT” EVENT CELEBRATES THE TOTAL WOMAN

Dynamic Panel of Experts from Beauty, Fashion, Hair, Fitness and Wellness Come to Chicago for a Life-changing Event!

LOS ANGELES – Celebrity health and beauty experts from around the country will headline the “Beautiful Woman Inside and Out” event on Saturday, August 27, 2011 from 8 a.m. to 5 p.m. at the InterContinental Chicago hotel, located at 505 North Michigan Avenue on Chicago’s Magnificent Mile. Hosted by the COSHAR Foundation, the event will offer women some valuable advice and tips on skincare, haircare, beauty, fitness, wellness and fashion. Also, attendees can expect plenty of hands-on demonstrations and lots of giveaways. The “Beautiful Woman Inside and Out” event will address the total woman in a celebratory atmosphere that’s meant to appreciate and empower women to live their best lives!

The “Beautiful Woman Inside and Out” event is the brainchild of Dr. Sharon Allison-Ottey, a nationally-recognized physician, speaker, novelist and health educator. For this pioneering physician, she was compelled to bring this national tour to Chicago. A native of Kannapolis, N.C., Dr. Sharon – as she is affectionately known as -- serves as the executive director of the COSHAR Foundation, a non-profit organization committed to improving the nation’s health.

“Our mission is to inform, educate, empower women to live their best lives,” said Dr. Sharon. “I wanted to create an event that would bring the nation’s leading experts to the women in a way that is approachable and impactful.” She added, “Every woman is beautiful, and it has little to do with the outside physical appearance. Still, I want to challenge women to focus on the ‘outer’ appearance as well as their ‘inner’ self.” Dr. Sharon continued, “The ‘Beautiful Woman’ event will provide tools for each woman to maximize their own beauty, inside and out, despite society’s idea or standard of beauty.”

Dr. Sharon believes the “Beautiful Woman Inside and Out” event is a one-of-a-kind conference because it combines health advice with helpful beauty tips, fashion makeovers, skincare demonstrations in an informative and engaging forum that is filled with giveaways and “AHA” moments. It is truly the celebration of womanhood and a must for friends, mother/daughters, women’s groups, churches and others to come together for a day they will never forget.

Dr. Sharon tapped nationally- recognized experts who are dynamic and engaging in their respective fields of expertise. They are:

The “Beautiful Woman In and Out” Experts

- **Dr. Victoria Holloway Barbosa** -- one of the country’s top dermatologists, Dr. Barbosa is the former vice president in Research & Development at L’Oreal who built and directed the L’Oréal Institute for Ethnic Hair & Skin Research. She brings a unique set of experiences and talents that bridge the fields of dermatology, science and the cosmetics industry. She is the founder of Dermal Insights in Chicago and serves as an assistant professor the Rush University’s Department of Dermatology where she sees patients and teaches residents and medical students. She is the physician/owner of Millennium Park Dermatology, a cutting-edge, innovative dermatology practice which provides state of the art care to private patients.
- **Kim Lee** – celebrity makeup artist and lead artist at BET. Lee recently served as the head makeup artist for the hit movie, "Jumping the Broom."
- **Robert Ferguson** -- known as the “People’s Fat Loss Coach,” Ferguson is a nationally-recognized voice of weight loss through healthy living. He is a motivational speaker and a physical conditioning and nutrition specialist.
- **Keith Harley** – a celebrity hairstylist who is referred to as the “Hair Doctor,” Harley is one of the country’s leading experts in the care and treatment of hair. He is the owner and operator of the Keith Harley Hair and Scalp Clinic. A highly-skilled and trained trichologist, Harley brings a great depth of knowledge to the preservation and nurturing of hair while also being a master stylist.
- **Michael Perkinson** – a fashion expert, Perkinson is the CEO and senior lead wardrobe stylist for Greater Image, LLC., a wardrobe consulting firm, specializing in wardrobe planning/management, personal shopping, and closet audit/organization. He will co-host the seminar, “What Not to Wear.”
- **Monique Barnette** – an image curator, Barnette has extensive experience in personal styling and image consulting. She has advised DC politicians, styled Chicago executives, worked with Miami professional athletes, and curated New York entrepreneurs. She is the founder and editor-in-chief of Blueprint for Style. Along with Perkinson, she will co-host the seminar, “What Not to Wear.”
- **MacArthur “Mac” James** -- a certified personal trainer, James has trained numerous NFL and NBA athletes like Brian Westbrook of the San Francisco 49ers, Darnell Dockett of the Arizona Cardinals, Ray Rice of the Baltimore Ravens, and Visanthe Shiancoe of the Minnesota Vikings. He recently served as the director of a 3 day training camp with the Baltimore Ravens. However, he brings his skills to everyday women and offers practical yet impactful advice .
- **Germaine Williams** -- a highly-respected celebrity makeup artist and aesthetician with more than 17 years in clinical skincare. Williams is the CEO and owner of the Red Bloom Wellness Spa, located in Bethesda, Maryland. Williams gives phenomenal insight into skincare for women of all races and ages.
- **William “Bill” Lee** -- is a professional photographer with more than a decade of experience and founder of Real Life Photos. Having had no formal training in photography, Lee taught himself the technical aspects of the craft, and a passion for portrait photography emerged. Lee’s photography has been displayed in the Smithsonian Arts Museum. And his latest work graces the cover of Washington attorney and power broker Vernon E. Jordan’s latest book, “Make it Plain: Standing Up and Speaking Out.”
- **Dr. Sharon Allison-Ottey** -- is a nationally-sought after speaker and media personality that “keeps it real” with her audiences. She is an author of two books as well as the creator and CEO of the innovative greeting card line, “Cards by Dr. Sharon.”

From Chicago, “Beautiful Woman Inside and Out” will travel to Atlanta and Los Angeles. A portion of the proceeds from each event will be donated to fight breast cancer and domestic violence. The conference is open to sponsors, vendors and authors. Registration for this event is required. Ticket prices vary. For more information, visit www.beautifulwomaninsideandout.com or call 301 773 4811.

About Dr. Sharon Allison-Ottey

A physician, speaker/ lecturer, novelist and activist, Dr. Sharon Allison-Ottey – affectionately known as Dr. Sharon – serves as the executive director of the COSHAR Foundation, a non-profit organization committed to the health of this nation.

She is also active with numerous medical, political and civic organizations. Dr. Sharon has been recognized with many awards and citations, most notably, her recognition in the National Library of Medicine/ American Medical Woman's Association's and designation as a *Local Legend in Medicine*. Dr. Sharon is featured in the national exhibit entitled: *Changing the Face of Medicine: Celebrating America's Women Physicians*.

She was recently inducted as one of Maryland's *Top 100 Women* by *The Daily Record*, and among the 23 honorees appointed into the *Circle of Excellence* by the newspaper for sustaining her achievements after being named to the list for the third time. Prior to this year, Dr. Sharon was named to Maryland's *Top 100 Women* in 2004 and 2008, respectively.

Dr. Sharon is seen by her peers and colleagues as a champion for improved health status and access to care for the elderly. She has been recognized with many awards and citations, most notably, the youngest to ever receive the Scroll of Merit by the National Medical Association (NMA) in 2002. This award is the association's highest award, and Dr. Sharon was cited for her service to the organization, research and commitment to the health education of the nation.

Interestingly, Dr. Sharon is also an author, tapping into her creative side by penning two books; the novel, "All I Ever Did Was Love a Man" and the self help book, "Is That Fried Chicken Worth It? Not a Diet a Mindset" Both tomes incorporate valuable health messages that's important to women's health.

Dr. Sharon received her medical degree from East Carolina University School of Medicine in Greenville, N.C. and dual bachelor's degrees in Biology and Chemistry with minors in Physics, African American History and English with honors from North Carolina Central University in Durham, N.C. She completed a three-year residency program in Internal Medicine (adult medicine) and an additional two-year fellowship in Geriatric Medicine at Union Memorial Hospital.

Visit www.drsharononline.com

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IN THE NEWS

Check out Dr. Sharon's health segment on WBAL-TV in Baltimore:

<http://www.wbal.com/video/23414551/index.html>

Check out Dr. Sharon on MyFOX in DC:

<http://www.myfoxdc.com/dpp/mornings/is-that-wing-worth-it-020310>