



## NEWS RELEASE

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For Immediate Release  
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### SAVE THE DATE!

#### 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 Chicago and around the country will headline the “Beautiful Woman Inside and Out” event on Saturday, October 8, 2011 from 8 a.m. to 5:30 p.m. at the Hyatt Regency Hotel, located at 151 E. Wacker Dr. in downtown Chicago. Hosted by the COSHAR Foundation, the event will offer women some valuable advice 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-Otney, a nationally-recognized physician, speaker, novelist and health educator. For this pioneering physician, she was compelled to bring this national tour to Chicago. Dr. Sharon, as she is affectionately known, serves as the executive director of the COSHAR Foundation, a non-profit organization committed to improving the nation’s health. Visit [www.drsharononline.com](http://www.drsharononline.com)

“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.”

From the Chicago area, the following experts have been tapped to lend their talents and expertise to the event:

- **Marcus Geeter** – a celebrity makeup artist, Geeter has more than 25 years of experience, working his artistry on a diverse clientele base from the entertainment and sports worlds, including Oscar-

winning actresses Halle Berry and Jennifer Hudson, Grammy-winning recording artist Usher, and Olympic gold medalists Brian Boitano and Bonnie Blair. His work has graced the pages of “Vogue,” “Bazaar,” “Ebony,” “Essence,” Martha Stewart Living,” and “People” magazines – just to name a few. “Salon Sense” magazine named Geeter as one of the top 50 beauty professionals in the country in 2004, 2005 and 2006, respectively.

- **Jacqueline Tarrant** -- a beauty expert, published author and columnist, Tarrant is the founder and CEO of Style Infinity hair care products and the Hair Trauma Center in downtown Chicago. She has successfully pioneered effective methods to help numerous men and women regrow damaged and thinning hair. Her monthly column appears in *Sophisticate's* "Black Hair" magazine, and provides trend reports and insider beauty tips to keep readers up-to-date about the latest in fashion and beauty. She is the author of the must-have beauty publication, "Healthy Hair Rehab," an insider's guide to having the best hair at any age, available Fall 2011.
- **April Francis** -- a fashion stylist, Francis launched the Chicago-centric shopping and advice site *hauteclouset.com*. She is the founder of The Haute Closet, providing personal wardrobe styling and advice for women and men. She has edited closets in Chicago and across the nation, helping transform her clients into the best versions of themselves. Her work has been featured by various media outlets, including "Chicago Magazine," "Lucky Magazine," the "Chicago Tribune," "DailyCandy," and NBC Chicago – just to name a few.
- **Julie A. Steffen** -- a Zumba fitness instructor, Steffen founded the Chicago Fitness Parties, LLC and teaches fitness classes at several gyms in the downtown Chicago area. She is a licensed Zumba Instructor (ZIN) and specializes in high intensity cardio dance workouts, both in the gym and in the nightclub setting. She is also the co-creator and master trainer of WERQ, which is a fiercely fun, new dance fitness workout based on pop, rock, and hip hop songs and easy, high-energy dance routines.
- **Dr. Victoria Holloway Barbosa** – one of the country's top dermatologists, Dr. Barbosa is the former vice president in Research & Development at L'Oréal 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.
- **Dr. Margaret Mitchell** -- a nationally renowned cosmetic and general dentist, Dr. Mitchell runs the Mitchell Dental Spa. Her patients love her engaging personality, which makes a trip to the dentist office to be a more pleasant experience. The Mitchell Dental Spa has been featured in more than 300 newspapers and magazines. Also, Dr. Mitchell has made various guest appearances on television, including "The Today Show," "Nightline" as well as CNN and FOX.

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. The roster of experts include:

#### **The "Beautiful Woman In and Out" Experts\***

- **Kym 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.
- **Monica Barnett** – an image curator, Barnett has extensive experience in personal styling and image consulting. As founder and editor-in-chief of *Blueprint for Style*, Barnett knows how to

develop the right style – i.e. the conscious selectivity of elements that work in concert to create a curated image. A DC transplant from Chicago, she works as an external consultant for retailer Neiman Marcus, providing fashion insights related to customer experiences, she's also a part of *Vogue* magazine's *Influencer Network*, and one of only 300 *Alpha Shoppers* for *Lucky Magazine*, a group of socially networked individuals who are style influencers and fashion trendsetters. She contributes to various magazines regularly, offering commentary about fashion, style, and trends to come.

- **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-Otley** – 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.”

*\*Note: the roster of experts vary from city to city.*

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](http://www.beautifulwomaninsideandout.com) or call 301 773 4811.