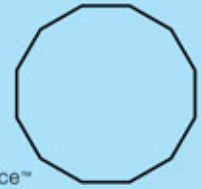


BENEV Company Inc.

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Progressive Skin Science™

**FOR IMMEDIATE RELEASE**

June 3, 2008

## **New BENEV® Certification Program Knowledge and Skills for Business Success**

**Mission Viejo, CA**— BENEV's new Professional Certification Program gives busy medical skin professionals the tools they need to increase their market share, earn higher profits, and build patient satisfaction and confidence. Three classes, conveniently offered individually in sequence or as a three-day course, prepare practitioners to become more successful with retail sales, arm them with tools for stand-out, results-oriented service, and provide a strong foundation of knowledge for making profitable business decisions. Upon certification, graduates will receive a certification plaque and a \$100 voucher toward a future BENEV class. Please call 1-888-432-3638 or go to [www.BENEV.com](http://www.BENEV.com) for the most current schedules and information.

### **BENEV Professional Certification Required Classes**

#### **Advanced Skin Consultation for the Medical Esthetic Professional**

Understand the complexities of assisting the skin in returning to and maintaining a healthy, youthful state. Topics: skin anatomy and histology, wound healing, common skin disorders and types of lesions, photo-aging, and the intricacies of a successful consultation.

#### **Achieving Results with Professional Services**

Set yourself apart from the competition by analyzing the patient experience and focusing on the details that count. Topics: BENEV® professional product knowledge, professional protocols, understanding various modalities (peels, lasers, etc.) and contraindications, histological changes in the skin, and pre- and post-care protocols.

#### **Creating Patients for Life**

This course covers building long-term patient relationships and solidifying your professional practice in today's market. Topics: BENEV® home care protocols, establishing a patient strategy, creating optimal and continued results, and strategic marketing.

### **About BENEV Company, Inc.**

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-licensed drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to [www.BENEV.com](http://www.BENEV.com).