

Take note of industry announcements, news, and more!



## NEW FACES AND SPACES

### ► BION ANNOUNCES NEW DIRECTOR OF SALES

BiON Skincare has announced a new Director of Sales and Education, Andrea Matczyszyn. Passionate about skin care, Matczyszyn has held an aesthetics license in Nebraska for six years. As a firm believer in BiON Skincare and its mission, Matczyszyn supports this family-owned and operated business by offering the same level of customer service that customers have appreciated over the past 21 years.



### ► SENTIENT LASERS HIRES DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

Sentient Lasers, a business solutions company and a leading pre-owned aesthetic laser company that buys, sells, warranties, and provides service contracts for aesthetic lasers and light devices, announced the addition of Ryan Haller as director of marketing and business development. In his new role, Haller will be responsible for spearheading marketing strategy, including helping the company merchandise their new, state-of-the-art headquarters and service and repair facility.



Haller joins Sentient Lasers with more than 20 years of experience in the medical laser industry. Haller has an extensive background in developing and expanding marketing campaigns, project management, strategic planning, and budget management.

"Sentient Lasers has worked closely with Ryan and TheLaserTrader for several years now," said Chris Cella, CEO of Sentient Lasers. "Ryan is extremely knowledgeable about marketing and business development, and we couldn't be more excited to have him join the team and lead our marketing and business development efforts, especially as we continue to grow, expand our services, and move into a cutting-edge facility."



## AWARDS AND CELEBRATIONS

### ► EMINENCE KIDS FOUNDATION WINS AWARD FOR INNOVATION

The Eminence Kids Foundation provides organic, locally-sourced, and nutrient-rich foods to sick children around the world undergoing treatments to help with an essential part of their healing and long-lasting health. As of September 2018, Eminence has donated over 65,000 meals and counting. International Spa Association (ISPA) has recognized the brand's efforts to make organic produce accessible to all children going through treatment by granting the organization an award for innovation.



### ► SHORR SOLUTIONS FOUNDERS WIN AWARD FOR INNOVATION

Shorr Solutions founders, Jay and Mara Shorr, have won the coveted Non-Physician Practice Management Innovator Award at the TAG! You're IT! Aesthetic Awards during The Aesthetic Show 2018.

Nominated by their clients, and voted on by a panel of medical peers, they join an elite roster of winners. The ceremony was held at the Wynn in Las Vegas on July 7.



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