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Body Details Inc, USA

How to help people while building a credible brand around skin care and laser technology

The intimidating desire to look flawless is a tale as old as time. Starting right from our early teens, we yearn to leave an everlasting image on the people we meet - both through looks and attitude. And why not? This is the part of growing up and this is how an image persona is created. Luckily, there's a lot in our hands when it comes to reshaping our attitude. Looks, however, is a totally different story and is not something that we can control as we please. The wear and tear that our bodies undergo each day are meant to distort how we look and skin, being the largest organ of our body, takes the biggest toll. The situation becomes even more grave as we grow older and our skin becomes more prone to the natural effects of aging. Thanks to the blooming success in science and technology, we now have many laser treatments available that help smoothes out the skin imperfections - and that too without going under the knife. Skin rejuvenation, for example, is one such treatment that eliminates many skin issues like large pores, fine lines, sun spots, acne marks, and skin discolorations. Some of the other laser treatments that have been tremendously helping people in meeting their beauty goals include hair removal, skin surfacing, laser facial and acne scar removal. Have you ever wondered how to join in hands in this beauty evolution to benefit the people all the while transforming it into a business empire for yourself? What does it take to offer reliable solutions to your customers while establishing yourself as a brand?

Biography

Claudio is an entrepreneur, investor, mentor, and executive with over 20 years of business experience in the retail, medical, hospitality, and marketing industries. Being a serial entrepreneur, he is well experienced in establishing new businesses right from the scratch and turning them into a huge success. His proven ability to quickly analyze key business drivers and develop strategies to grow the bottom-line are what he considers as his strongest points. Being an all-rounder, Claudio possesses a strong knowledge of all business aspects especially, entrepreneurship, business development, finance, and operations. Claudio Sorrentino left the nation's largest MedSpa to found Body Details and become its Chairman and CEO. Body Details is currently the largest provider of cosmetic laser services in Southeast Florida and is regarded as one of the nation's fastest-growing cosmetic laser service provider recognized by Inc 5000. Claudio possesses a strong knowledge of all skin and body treatments, including skin rejuvenation, tattoo and hair removal.

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