

Evolus Elite Summit – Paris, France: Aesthetic Lab's Bold Journey to Innovation and Excellence

Evolus Elite Summit in Paris: Aesthetic Lab's Journey to Innovation and Excellence in Aesthetic Medicine

MODESTO, CA, UNITED STATES, September 19, 2024 /EINPresswire.com/ -- This year, [Aesthetic Lab](#) had the incredible opportunity to attend the prestigious [Evolus](#) Elite Summit in Paris, France.

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Gifty Aidoo, NP

The event, hosted by Evolus, the creators of [Jeuveau](#), brought together top professionals from around the world from the aesthetic industry. Aesthetic Lab has proudly partnered with Evolus for the past four years, with Evolus supporting its branding efforts through co-branded billboards and television commercials that have helped propel its practice forward.

Aesthetic Lab's representatives at this year's summit were Lead Injector Gifty Aidoo, NP, Operations Manager Dakina

Babasi, and Lead Aesthetic Assistant Jamie McMorris. The team arrived a few days early to explore Paris's beauty and culture while adjusting to the weather and time zone before diving into the summit's official events.

The summit, themed Evolve or Stale, focused on research and development within the aesthetic industry. It featured the latest technological advancements and insights into what's next for aesthetic treatments. The team attended various workshops and classes that explored cutting-edge technologies, effective marketing strategies, and the future of aesthetic innovations. Through this experience, Aesthetic Lab gained invaluable insights that will directly impact their patients' services.

Evolus highlighted its leadership in the aesthetic field throughout the summit. The summit schedule included educational opportunities, from hands-on training sessions to discussions on evolving marketing techniques. Aesthetic Lab's team took full advantage of these opportunities, posting engaging reels and content on social media to share their journey. The knowledge and skills gained will enhance their ability to serve their clients and elevate their experience.

They are thankful to Lee Anna Macias, Evolus's Aesthetic Experience Manager, for her unwavering support and belief in Aesthetic Lab's growth and success. They also want to express their deep appreciation to Evolus for their continued partnership and for providing exceptional training and support that empowers them to better serve their community.

The Take-Home Message: Focus on You

At the heart of everything they do is a commitment to the people they serve—their trusted patients. The message they took home from this summit is simple: They are outward-directed and focused on you. They understand that their patients come to them with the goal of looking and feeling their best, and they're able to help them achieve that.

"When we're asked, What do our patients want from us? How can we better serve them? We see you. We hear you. Especially in today's challenging economy, we remain mindful and respectful of the trust you place in us," said Gifty Aidoo, NP. "Our goal is to serve you best by using the latest knowledge and resources we gain from our educators, trainers, vendors, and partners," Gifty added.

This summit has reinforced their commitment to continuous growth and evolution. They want to ensure that not only they evolve but also their patients evolve with them. By integrating the latest advancements in aesthetic treatments, they will continue to offer exceptional services that help their clients look and feel their best.

They would like to express their heartfelt thanks to their loyal patients and dedicated staff. Their client's support has allowed them to grow, learn, and continuously improve. They are excited to bring the experience back to Aesthetic Lab and implement all they have learned as they move forward.

Gifty Aidoo, FNP-C

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Aesthetic Lab's Journey

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