



WENDY LEWIS

Wendy Lewis is the Founder & President of Wendy Lewis & Co Ltd Global Aesthetics Consultancy since 1997, a marketing communications and social media boutique in New York City specializing in healthcare, wellness and aesthetics. In 2018, Wendy Lewis & Co Ltd was chosen as the 'Best in Health & Wellness Marketing' from GHP Health and Pharmaceutical Awards.

A prolific writer, she received the Johnson & Johnson Award for Best Beauty Trade Journalist, is the author of 12 books including *America's Cosmetic Doctors & Dentists* (Castle Connolly Medical), and Editor in Chief of Beautyinthebag.com. She serves on the Editorial Board of *Prime International Anti-Ageing Journal*, and contributes regularly to *Aesthetic Society News*, *Practical Dermatology*, *Modern Aesthetics*, and many other journals. She has authored chapters for six medical textbooks, and is a frequent presenter at US and international conferences.

The second edition of her first textbook, *Aesthetic Clinic Marketing in the Digital Age*, CRC Press (2018) will be out in 2021, and *Rebuilding an Aesthetic Surgery Practice: A Roadmap for Success* will be published by Thieme in 2021.

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