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Penelope Hoffman Honored by Cambridge Who's Who for Excellence in Skincare and Medical Spa Consulting

Ms. Hoffman started SkinSync, a consulting service for the medical spa industry. Her areas of expertise include spa consulting and design, advanced unique concepts, planning and implementation, branding, marketing, laser technology, radio frequency technology and micro current technology.

/Cambridge Who's Who/ - Lynn, MA, May 14, 2008, Penelope Hoffman, Executive Consultant for SkinSync, has been recognized by [Cambridge Who's Who](#) for showing dedication, leadership and excellence in all aspects of skincare and medical spa consulting.

After working as an esthetician for 14 years, Ms. Hoffman decided to use her expertise to help others with their skin care businesses. She started SkinSync, a consulting service for the medical spa industry. Her areas of expertise include spa consulting and design, advanced unique concepts, planning and implementation, branding, marketing, laser technology, radio frequency technology and micro current technology. On a daily basis, Ms. Hoffman oversees proposals, makes budget assessments, outlines positions and job descriptions, and designs layouts for the businesses. She helps ensure that businesses meet all OSHA standards and assists them in providing state-of-the art treatments. Ms. Hoffman's work truly raises the standards of services provided by skincare establishments.

Ms. Hoffman completed coursework in liberal arts at Queens College, NY and is a licensed esthetician. She has completed various advanced courses in her profession including Dermatologic Skin Care, Advanced Marketing Management and Laser Technologies. She holds a nationally recognized esthetic certification and is currently working on the prestigious Cidesco International Diploma. She is a member of Association Skin Care Professionals (ASCP) and the National Coalition of Estheticians & Distributors Association (NCEA). An expert in medical spas and esthetics, she is available to speak with the media. Contact (781) 581-5679.

The Cambridge Who's Who Mission

The mission of **Cambridge Who's Who** is to ensure that Cambridge members receive recognition, support and credibility to advance their careers. **Cambridge Who's Who** is also committed to delivering the highest quality networking resource for job recruitment, career enhancement and new business development. See who's making news at the [Cambridge Who's Who News Blog](#).

Cambridge Who's Who members have exclusive access to the biographical information of more than 200,000 successful executives, professionals and entrepreneurs at www.cambridgewhoswho.com, where they use the database to share information, knowledge and services. Communication via the **Cambridge Who's Who registry** travels in two directions, enabling **Cambridge Who's Who** members to reach out when they have a business need or opportunity as well as receive information on exciting new ventures.

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Cambridge Who's Who is the fastest-growing publisher of executive, professional and entrepreneur biographies in the world today. Our accomplished members and extensive online database make Cambridge Who's Who a premier resource for networking.

The Cambridge mission is to deliver its members the recognition and competitive edge needed to network and do business effectively. Inclusion in the registry is an honor limited to individuals who have demonstrated leadership and achievement in their industry and occupation. The registry is distributed exclusively to our members around the world, making it the ideal vehicle for you to use to position yourself and your company.