

Alma Aesthetic.Biz

EVENT CONCEPT & VISION

WHAT IS ALMA AESTHETIC.BIZ?

Alma Aesthetic.Biz is a powerful, locally hosted experience designed for aesthetic professionals who are ready to take their business to the next level. It's not just about technology—it's about strategy, growth, and making the right decisions for your clinic.

WHO IS IT FOR?

This event is tailored for clinics and practitioners who are already considering an Alma purchase but need that final push—more clarity, more confidence, and practical insight to move forward. If you're on the edge of a decision, this is where it gets real.

A photograph of two men in business attire, one with glasses and the other with a beard and glasses, smiling and looking at a device. The image is overlaid with a dark purple gradient.

WHAT'S THE FOCUS?

Each Alma Aesthetic.Biz event focuses on 2–3 of Alma's key platforms. The goal: give you the deep, hands-on knowledge you need to understand their full value—clinically and commercially. It's about integrating Alma more strategically into your business.

HOW IS ALMA AESTHETIC.BIZ DIFFERENT FROM ALMA ACADEMY?

It's important to highlight that **Alma Aesthetic.Biz is a completely different kind of event.** While Alma Academy is broad, educational, and focused on brand experience, Aesthetic.Biz is smaller, sharper, and purpose-built for strategic purchasing.



HERE'S HOW IT STANDS OUT:

Smaller, more focused setting (100–150 participants) that allows real hands-on experience with Alma platforms

Closer access to KOLs for direct questions, consultations, and business-focused discussions

Harder sales focus—this is for professionals considering a purchase who need to see how a specific Alma platform will fit into their clinic

ROI-driven content: get clear answers on return on investment, integration with existing technologies, and marketing budgets

Business-first mindset: less branding, more strategy. Less inspiration, more decision-making

High-standard event—but with a practical, no-fluff tone that's focused on real clinic needs and commercial outcomes.

IN SHORT:

Alma Aesthetic.Biz is a different kind of experience. While it upholds the same high standards Alma is known for, its focus is sharper: empowering clinics to make informed, strategic purchase decisions that directly support business growth.

WHY ATTEND?

Because decisions need more than presentations. They need context, proof, and a plan. Alma Aesthetic.Biz brings together everything you need to move forward—with clarity, confidence, and a clear business strategy.

And of course... the Alma touch.

After a day of insights and breakthroughs, we wind down the Alma way—with fine bites, great company, and real conversations that spark new ideas and new partnerships.

WHAT TO EXPECT?

- Regional event hosted locally in key territories
- 100–150 participants per event
- A focused day-and-a-half program
- Combines clinical education with business strategy
- Includes lectures, hands-on training, case studies, and expert consultations

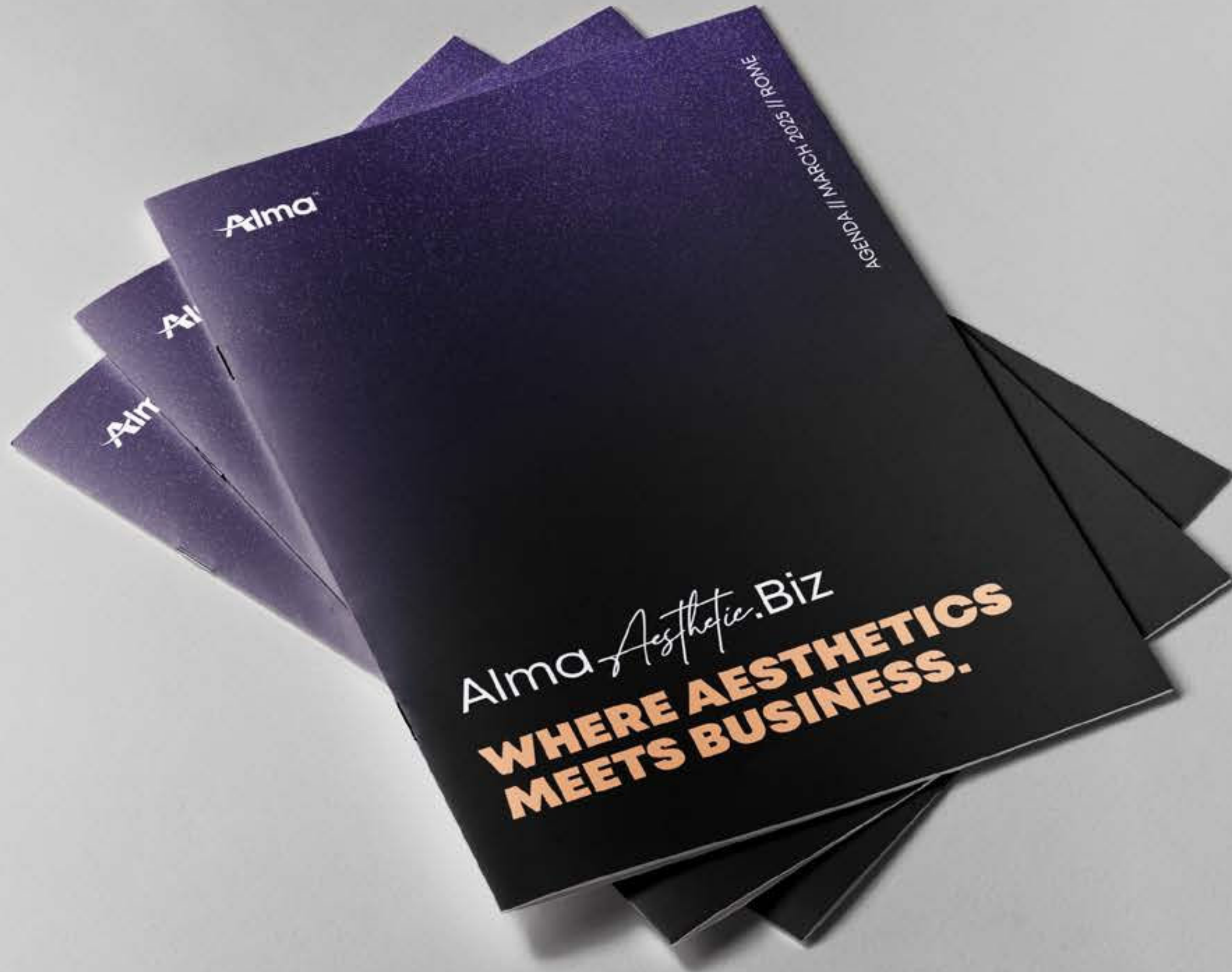
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**WHERE AESTHETICS
MEETS BUSINESS.**

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HOW IT LOOKS



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25.03.25 | Rome

Alma

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**WHERE AESTHETICS
MEETS BUSINESS.**

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From clinical pearls to business insights,
Alma Aesthetic.Biz equips you with the
knowledge and skills needed to drive your
practice into success.

**JOIN US IN SHAPING THE FUTURE OF
AESTHETICS AT ALMA AESTHETIC.BIZ.**

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Alma BY SCULPTURE

**WHERE AESTHETICS
MEETS BUSINESS.**

THANK YOU!

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