



*Business tips for estheticians who want to
create abundant success by sharing their
unique gifts with the world.*

The Euro
Institute & Swiss
Skin Care
Spa Inspiration:
Tips to Keep Your
Business Glowing

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Introduction

A little bit about us. . .

Annemarie Camenzind founded the Euro Institute of Skin Care. A native of Switzerland, she graduated from esthetics schools in London, Paris and Sydney and was a certified instructor for the International Therapy Examinations Council (ITEC). She was the principal of the prestigious Ella Bache School of Aesthetics in Australia, whose students were examined by the A.A.O.Th. (Australian Association of Beauty Therapists), an affiliation of CIDESCO.

Ms. Camenzind moved to the United States in 1984 and established the Swiss Skin Care Clinic in Bellevue, Washington. It was the first full-service European skin care facility associated with a major plastic surgery clinic in the Pacific Northwest. The clinic soon expanded its services to include a regional training center for licensed estheticians seeking advanced European skin care training and international certification. The training center's reputation grew and began to attract students from all over the U.S. and Canada.

For many years, she also served as the exclusive North American esthetics trainer and examiner for ITEC. Annemarie was an herbal enthusiast and dedicated advocate of natural health alternatives. In keeping with her health-oriented skin care philosophy, she has developed a comprehensive esthetics education and training program that covers the full spectrum of methodologies and incorporates the latest in technology.

She developed a complete line of authentically natural botanical skin care products based on Ayurvedic principles and called it Vera Botania. She sought to provide pure, primarily organic alternatives to natural skin care while integrating the philosophy of Eastern and Western modern esthetics into each product. Classical European esthetics, Ayurveda and Chinese healing arts and herbalism are the influences for each of our fine products.

Anne Marie believed passionately in the benefits of herbal medicines and natural ingredients in skincare. Her decades long research and experimentation with Chinese and Ayurvedic herbs and treatments led to the Euro Institute's Botanical skincare line - *and one of the reasons why learning at the Euro is a truly unique experience!*



Chapter 1: 5 Tips to Help You Be the Best Esti Ever



You are amazing at what you do – whether you are a wax diva, facial fanatic, or the princess of peels – and your clients rely on your skills to give them that glow from the inside out. But the best estheticians among us (including you) know that to increase and retain their client base and grow a profitable business they need to continually find ways to shine – to position themselves as experts in technique, skills, customer service and innovation. The following are 5 tips from us to help.

1. Customize your consult forms. It's super important to know as much about your client as possible – way past the basics. You want to learn more about who they are, how they live, their skincare and lifestyle routines and any experiences that will help you diagnose and treat them from the inside out. Some categories you'll want to include:

- *Skin type:* While skin will vary from treatment to treatment depending on several factors (seasons, diet, stress, illness, hormonal issues, etc.) your client will have their own set of basic characteristics. (Dry, sensitive, oily/blemish prone, combination, normal)

- *Skincare goals:* They're different for everyone. Certain clients will be focused on minimizing signs of aging, while others want to reduce redness/inflammation, or clear up problem skin conditions. Knowing your client's goals and working with them as they change and evolve is critical when creating a personal treatment plan that keeps them coming back to you – the expert!
- *Maintenance & Challenges:* Does your client suffer from breakouts? Is their skin dry or flaky? Do they struggle with inflammation or rosacea? Treating and maintaining healthy, glowing skin is a primary reason why clients seek out estheticians. For others it is a way to solve skincare challenges. Identifying your clients' frustrations and challenges will help you find the best treatment plan for relieving them.
- *Previous treatments & medical history:* This includes any history of allergies, or special medical concerns as well as facials, laser, waxing, thermal, injections, peels, and other treatments. Be the best and do a deep dive into the details of your client's treatment and medical history.
- *Skincare products:* Get familiar with your clients' current skincare routine and products so you can recommend appropriately. Ask not only about the type of product they use, but the skincare line, frequency of use, and how they use.

2. Focus on Retaining Your Clients. You'll hear this a lot everywhere in this business - client retention in the esthetic world is key. Market to build your base but continue to focus on creative ways to keep your clients loyal to you. Some ideas:

- *Be Flexible:* Life happens when you're making other plans – so within reason (we recommend a strong customer policy when it comes to rescheduling and cancellation) be flexible with your clients – it shows you care.
- *Create Incentive plans:* Loyalty programs, free-ad on services after a certain number of treatments, discounts for pre-booking, product discounts – you get the idea.

- *It's the little things:* Text message appointment reminders, emails showcasing special events or product/service specials, foot soaks, crystal infused water or a cup of herb tea when your client arrives may seem small, but they make a big impact.

3. Expand Your Knowledge. Skincare is constantly evolving. We've said it before, blogged it before and we'll keep saying it – continuing education is a must. Expand your knowledge and your services (and clients) win. The more you know — the more you grow – and the more your expertise benefits your clients.

4. Embrace sales as an industry expert. Retail and service sales are a big component of being a successful esthetician. Always remember – you are the expert; the person your clients know, like and trust. That is what keeps your clients coming back for your fabulous facials, luscious lash lifts or extensions, and wonderful waxing. Get well acquainted with client skincare challenges and needs. You can recommend the best hydration for their dry winter skin, or the proper topical treatment for skin eruptions. *You're the skincare professional – so approach sales as another way to educate your client and give them resources to get their glow on!*

5. Define Brand YOU: No one can do what you do quite the way you do it. That's a fact. What are your special gifts? What do you love to do? What do you serve up more specially than anyone else? Combining your skills with your passion is a solid gold combination. When you show up as uniquely you – you show your clients who you are and why they need you. It is what you stand for and how you deliver your gift (as nobody else can do).

Doing what you think you SHOULD do rather than what you know inside you are called to do negatively affects your wellbeing in every area – physical, emotional, and financial. Be crystal clear on who you are and what you deliver and share it with the world! Marketing "Brand YOU" is the most authentic way to help you find and retain your ideal client while building a profitable and successful business you love.

Chapter 2: 5 Mistakes Not to Make on Your Spa Menu



Your spa menu is an important marketing tool. It shows your prospective client what is unique about your business. It's one way you brand your business so it's critical your spa menu is attractively designed, consistent and clearly show who you are and what you stand for. Failing to create a well-written menu will cost you clients. Here are 5 things not to do:

1. Leave out pricing. There is a school of thought that advises leaving pricing off the spa menu to avoid having to print updated menus periodically. Don't do it! Leaving out pricing can result in lost sales. Most prospective clients want to know what they are paying for, and if they can't find it easily, they will go somewhere else. We also suggest you stay away from discount-appearing prices that end in fractions (\$89.79, for example) and round up to the nearest whole number.

2. Going overboard with formatting and forgetting to proofread. Your choice of fonts and theme colors is very important in branding you and your spa. Stay away from over the top or whimsical fonts that are hard to read or make you look like you are playing at running a business. A touch of whimsy is great, if it truly represents who you are and what you are trying to project.

Profread, Proofread, Proofread. Did you catch it? Misspelled words and grammatical errors may cause clients to wonder what else you're careless about or whether you really care about delivering quality service. Use another pair of eyes if necessary to check your work. Don't rely solely on software spellcheck - it doesn't correct all errors.

3. Not including your spa policies. Are your booking and cancellation policies detailed and very clear? What about COVID-19 policies? Devote a separate space to these on your menu, preferably at the end.

4. Making it all about you instead of them. Keep the words "our", "my" and "mine" to a minimum or better yet, not at all. Make it all about the client ("you", "yours").

5. Offer too much. It's nice to offer your clients an option or add on for their facials, but don't give away the store. Remember the rule of marketing: a confused mind walks away. You don't want your client to be so overwhelmed with choices that you lose them. Consider your niche market. Who are they and what treatments do they love, have asked for or purchased? Adding treatments because they are popular or you've seen them on other esthetician menus, or "just because" will take you off brand (your unique brand ME) and you'll be overhauling your menu down the road.

Chapter 3: Show the Love: 5 Rules for Building Great Client Relationships



There's a lot of talk out there these days about heart centered business - love-based marketing, soul-inspired entrepreneurship, and business success without selling your soul. Every business depends on the client-business relationship, but service businesses especially must rely on nurturing the personal side in everything they do to thrive. So, what does that mean to our industry as estheticians? It's all about how you make your clients feel – before, during, and after their treatment. In short, it's all about showing them the love.

Price is important, quality service is very important, and to a lesser extent your location, access, and your spa environment. But those are distinctly second place compared to creating and keeping "client love" as the heart-center of your business. That's what ultimately gets the sale and keeps them coming back. How. They. Feel. To succeed in this business, you must care about people.

We've identified what we think are 5 important client relationship rules that show why successful skincare professionals are successful for a reason.

1. A Genuine Love of People: To succeed in the skin care industry, you must genuinely love people. Stop and take a serious look at why you chose to be an esthetician and what you love about it. What are you passionate about? Do you still feel that way? The service industry isn't for everyone. There's an old customer service saying: "Rule #1. The customer is always right. Rule #2. See Rule #1." If you feel resentful or frustrated at needing to put your client's needs and demands (yes, sometimes demands) first, then perhaps skincare isn't for you. After all, this is a profession that requires intimate interaction with people.

Do you have a good rapport with other people, especially women? A big majority of your clients will most likely be women. That rapport is critical for both you and your client to be happy. We all must make a consistent effort to stay positive and passionate about our business and to keep our clients in love with us!

2. The Client Rules: Or to put it mildly – it's not about you. Your business is about your client. Always give your client undivided attention and hone your conversation skills, be empathic. These electronic times have eliminated much of in-person, face to face communication, so remembering to make and keep eye contact, effectively reading and mirroring your client's body language and relating to clients from different age groups and cultures is important. Every client has something interesting about them waiting for you to discover. Find it, show genuine interest, make them feel like the celebrity they are, and you'll keep them coming back.

3. Building Relationships Takes Work: Developing and building client relationships is a skill, just like learning treatments or mastering techniques. Like everything you learn, it requires practice and dedication to become a pro. Learn about your client. Make note of his/her preferences, likes, dislikes and interests. The more you know about your client, the more authentic and meaningful your interactions will be. The recommendations you make will be spot on and he/she will appreciate that. Be a resource for your clients – give them tips, share ideas you think they will find interesting, remember birthdays and important events.

4. Reward Their Loyalty: There's an old saying – "Make new friends but keep the old. One is silver and the other is gold." Don't make the mistake of taking repeat business for granted and focus solely on getting new clients. Your regular and long-term clients should be regularly thanked for their business. Offer incentives like product samples you think they will enjoy, a discount on products or services, or a free add-on to their treatment. There's big business in membership and loyalty programs, so investigate one that fits your brand. This business is competitive, and you want your clients to always choose you over someone else.

5. Show Them They Can Count on You: For many estheticians, the best advertising is through word-of-mouth referrals. You build a stellar reputation for yourself, and a big part of that is your reliability. The more reliable you are as a service provider, the more likely it is that customers will love their experience. Always be on time and respond to calls and texts in a timely manner. If you're running late, let your client know. Whatever your specialty, give it your best – every time. It's important you deliver consistently good service every time!

A successful skincare business is more than just treatments, sales, and profits. Showing up authentically and delivering heart-centered care to your clients (and staff!) will define your success in a much bigger and more meaningful way. You'll be energized and inspired – and remember why you chose to share your esthetic gifts with the world. There's no-one like you!

Chapter 4: 5 Tips For Giving Your Client A Great Facial



We know how you look on the outside has a powerful effect on how you feel about yourself on the inside. We all want to put our best face forward and your expertise with facials are one way to keep your clients looking and feeling radiant. Providing a relaxing (and results oriented) experience for your clients helps them recharge. Here is our short list of important ways you as the esthetician give your clients an amazing facial experience while always continuing to expand your repertoire.

Cleanliness is key. Clients expect a clean, sanitary environment when they get a facial. This is the first thing they'll notice (after seeing you!) so be sure your space is sparkling. Sanitize all surfaces between clients and sterilize instruments in an autoclave. Give yourself enough space between clients so you can do a thorough job. Changing rooms and restrooms should be clean as well and stocked with fresh towels.

Put Your Best Face Forward. Everything about you should say you're a professional, and that includes your spa attire, posture, hair, and nails. Lead with a positive attitude 100% of the time. Think about how you'd like to be treated and give your clients the same.

Make Time for A Thorough Consultation. This is where you get to know your client. You should have a complete client consult form in order to get as complete a picture as possible of their skin concerns, goals, and current condition. It all has a huge impact on the skin. Their treatments will be dictated by the answers to these questions. Always remember your clients look to you as the expert for professional recommendations and treatment.

Getting Ready For the Facial. Provide towels, fresh headbands and gowns or wraps to wear during the facial. Make them comfortable on the esthetic bed. Encourage them to relax and enjoy the experience, regardless of what type of treatment is performed. Generally, a basic facial follows in this order:

- **Cleansing the Skin.** Analyze your client's skin to determine the skin type/current skin condition. Note anything you find, e.g., inflammation, redness, blemishes, dry or flaky skin, photo aging (age spots), etc. After the analysis is complete, choose the best products for your client and gently cleanse.
- **Steam.** Depending on the client's skin type and sensitivity, a gentle steam may be used to further eliminate toxins and loosen comedones (blackheads).
- **Exfoliation and Extraction.** Whether you use chemical (AHA/BHA), or manual (scrubs) depends on your client's skin condition and sensitivity levels. Don't use strong chemical peels at the same time as the steam. If you perform extractions, monitor your client's comfort level, and don't attempt to extract cysts or pustules.
- **Massage and Mask.** There are great benefits from facial massage, including lymphatic drainage and improving circulation. Choose a facial mask appropriate to the skin condition or facial treatment theme. While the mask is working on the skin, perform a gentle hand and arm massage using a light, non-greasy oil like sunflower or argan oil with a few drops of essential oil added.

Home care advice. Post facial, go over the treatment with your client and give them recommendations for home care products and skin care routine. Tune in to your client's retail "love language" – are they budget conscious? Do they prefer natural products? How motivated are they to follow through with skincare routine recommendations? The more you know about how your client thinks, the better.

Keep learning. We're repeating – Always Keep Learning. It is critical in this industry to educate yourself on new treatment modalities and products and ways to improve your skill set so you continue to provide the best service for your clients. You'll be a rockstar your clients will trust, respect, and rely on.

Chapter 5: 5 Tips on Crafting a Killer Esthetician Bio



You say aesthetician, I say esthetician: the fact is, regardless of how you spell it, one thing every esti needs is a killer bio! Whether you're a student or accomplished professional, a great bio is important for your esthetics career. So, what does it take to craft a cool bio that gets prospective clients to shout - I WANT THEM? Check out our 5 tips to give you some inspiration and get your creativity flowing.

Why do you need a bio?

Good question. In a nutshell, your bio is a story about your life as it relates to your profession. It's a little like a resume, but instead of listing your specific skills and work experience, it weaves those things into an engaging, easy to read narrative highlighting your objectives and showcasing your brand identity.

Your bio not only tells your readers (visiting your website or in your marketing materials) or a prospective employer who you are and what you do; it engages them and makes them want to know more about you. A good esthetician bio should be used throughout your marketing – social media, website, printed materials including your treatment menu and email campaigns.

It's the first impression you make on your clients before they meet you, talk to you on the phone or via virtual consult or book an appointment. It's critical you make a powerful impact to get and keep their attention.

1. Be Clear About Who You Are. Our industry is very competitive so it's important to be very clear on who YOU are. Start your bio with some simple, clear facts that make you stand out and illustrate why someone would want to choose you over someone else.

2. Focus on Your Specialty: Talk about what you do in a way that no-one else does! What makes your particular skill set shine? Are you a waxing diva, a peel princess or create killer lash extensions? Maybe you've got your own bespoke skin care program. Focusing on your specialty (or specialties) in your bio will make a potential client more eager to click the "book" button.

3. Share Your Passion. Your personal passion is one of the most engaging ways to get your readers to connect to you. Include a sentence or two on what motivated you to embark on your esthetician journey. Sharing your story creates powerful connections.

4. Don't Be Shy. Next, get out your credentials list. Clients want to know your qualifications before they book with you. Credentials and education go a long way in building credibility. Check out other esthetician bio's online or use a resume tool for ideas of how to word your achievements effectively. Your triumphs only matter if your clients know about them, so dust off those bragging rights! You put in a lot of hard work to get where you are. Now let that brilliant diamond that is you shine!

5. Show What Makes You Unique. This is where you tell your audience why you do what you do in the way only you can deliver it. Be honest and authentic. Clients want to feel comfortable with you before they ever come to you for a treatment. Your openness and level of approachability will help elevate the "know, like and trust" factor even before they book their first appointment.



Bonus 5 Tips on Crafting Your Bio:

1. **The 3 P's: Positive, Passionate, Professional.** Keep it upbeat, light, and engaging (but professional) – like you are having a conversation with the reader.
2. **Relate:** Add something about you that isn't specifically esthetics related. Are you a vulture for culture? Do you love to travel or garden? Adding something about you makes you more relatable and approachable.
3. **Vary the Length:** The length of your bio will vary depending on whether you use it for social media, your website, a blurb at the end of a guest blog or podcast, or an email or letter. It's recommended to have a few different bio examples on hand that you can quickly customize to fit the situation.
4. **Edit, Edit, Edit:** Proofreading is a vanishing art these days. We find spelling and grammar errors everywhere from newsfeeds to eBooks and in online media. Nothing turns readers off more quickly than misspelled words and poor basic sentence structure. Use spell check, grammar check, and/or have someone else proof your bio for accuracy and clarity.
5. **Hire a pro:** If you feel you just don't have the talent (or desire) to write your own bio, or your need a second opinion, reach out to family, friends or colleagues with great writing skills or try a freelance service like Fivver (or see our resource below).

Make a point to research other esthetician bios on the web for ideas. Look for story form that covers background and credentials as well as their goals and what they do to help their clients achieve their goals.

For more information on writing your bio:

<https://www.wewritebios.com/beautifying-your-esthetician-bio/>

Bonus #1: 5 Skills That Help You Go from Good to Great



One of the most often asked questions we hear: What kind of skills do I need to be a good esthetician? The first thing we'd ask you is – are you passionate about helping people look and feel good from the inside out? There are many skills that a successful esthetician needs. Here are five that we think distinguish great esti's from good ones.

1. *Be a Communicator*

A huge part of communicating with your clients is actually just listening! Actively listening to what they want (and think they need) and letting them know in a positive and caring way that they are heard is extremely important. When your clients feel understood and respected, they'll keep returning to you.

2. *Be a Detail Master*

A key skill in this business is all in the details. An esthetician should be detail oriented, efficient, and observant.

Asking questions, observing the skin condition at the time of your client's treatment, and keeping good records on past visits puts you in the best position to customize their treatment for maximum results.

3. Stand Out by Being Versatile

The more you know, the more value you add to your job – whether you work for yourself or someone else. Choose the services and treatments that interest you the most and learn as much as you can. Get proficient in a variety of services – waxing, lash enhancements, body wraps, peels, or treatments for certain conditions like blemish-prone or mature skin conditions.

4. Mind Your Business

It's not enough to be good at what you do. You need to have a good command of the business of beauty – educating your clients on the best products and services for their needs, always maintaining a professional demeanor and attitude, and having a working knowledge of what it takes to run the business you are in. This is true whether you work for yourself or for someone else.

5. Show Them "Brand You"

Think outside the box, color outside the lines, however you want to put it, creativity is at the heart of a successful esthetics career. How do you want to be seen? What are your interests? What do you bring to this profession that is uniquely you? Every one of us is born with our own unique gifts and perspectives. And there are clients out there who want and need what only you can give them. Don't be afraid to let your personal flag fly and create experiences for your clients they can't find anywhere else.

Bonus #2: 7 Things We Recommend New Estheticians Do Their First Year



Congratulations! You've graduated, you've passed your state exams and you're licensed and ready to rock! Whether you're planning on going solo, or working in a spa, medi-spa, or another setting – get your esthetic career off to the best possible start by prioritizing these 7 actions during your first year.

1. **Build your client base.** Get creative when thinking of ways to connect and attract potential clients. There are many low or no-cost ways to market your services like social media, blogging, and email marketing. Offer to teach a skincare class to a group or at a school.

Donate a treatment and product basket to a charity auction, deliver a short skincare presentation to a small business during lunch hour or at the end of the day (be sure to include a coupon or some promotional offer for their first treatment). Talking to potential clients in person is an excellent way to help them navigate the 3 basics of deciding to work with you (they must know, like, and trust you). Building your steady client base during your first year is the key to long-term success.

2. *Encourage clients to schedule their next appointment right after their service.* Hands down, this is the best (and easiest) way to keep client revenue coming in. Do the math: if your client books a monthly service costing \$125, that's \$1,500 in revenue a year. They may not schedule every month, but if you have 10 clients who book a service once a month on average, that's \$1,250 a month – you get the idea. Encourage clients to book their next appointment right then and there – while they are still enjoying the benefits of your amazing work! Time goes by quickly and it's easy for us to forget or let things slip to the back burner.
3. *Take advantage of social media and email marketing.* Instagram and Facebook business pages are no cost ways to showcase your expertise and gain exposures. Post frequently, but keep it focused on your craft. Facebook ads are useful in targeting your niche client and are not expensive. Join other social media groups where you are likely to find potential clients. Email marketing is a much-underrated free marketing tool which can help you build your base relatively quickly. Reach out to potential and existing clients once or twice a month with skincare info they can use, special offers and promotions. If you have a website, make sure there is an easily visible place for them to subscribe to your list.
4. *Pay attention to admin.* Set aside a few hours each week to take care of administrative work – this is critical if you have your own spa business. Designating a set time (make an appointment with yourself if necessary) to handle tasks like ordering supplies, detailing client information, and planning out your marketing schedule (promotions, blogging, posting, etc.).

Don't make the mistake of thinking you'll "fit" these tasks in when you have some spare time, or on the weekend. Where your energy goes, your success goes – be as professional in the details of your career as you are in your treatments.

5. *Keep learning.* There it is again – Always Keep Learning! The esthetics world is constantly changing and new research, technology, treatments, equipment – you name it – is always evolving. Invest in yourself and your continuing education. One that's very special to us – Become an [Oncology Trained Esthetician](#) with our very own Euro grad, Becky Kuehn. Other great resources: [ASCP](#) (Associated Skincare Professionals) and [AIA](#) (Aesthetics International Association). Both offer a variety of online classes, video tutorials, and tools for your business. Look for vendors who offer free webinars and treatment education on equipment and products.
6. *Take care of you & enjoy your success.* Self-care is a popular buzzword, but its importance to all of us in the skincare biz can't be overemphasized. When you're tired and not at your best, your clients will notice. Don't forget to pamper yourself. Treat yourself to a facial or a massage. We know above all the value of giving ourselves some TLC. Do some exercises that strengthen your arms and back, get off your feet! Celebrate and be mindful of your personal successes – whether it's a fully booked week, achieving your first revenue goal, or landing a new client. Enjoy your accomplishments – you are bringing your unique gift to the world and the world is a better place for it!



We hope you enjoyed our "Five on Five" Spa Inspiration Tips book!

*For more information about signature line of skincare products
contact: (425) 235-9600 or [email our office.](#)*

Swiss Skin Care Hours:

Tuesday, Wednesday, Thursday: 9:00-5:30 p.m.

Friday: 10:00-4:00 p.m.

www.euroskinsource.com

[Click here](#) to find out more about The Euro Institute of Skin Care

"Let the beauty of what you love be what you do."

- Rumi