

The Aesthetics of Esthetics

Skinspiration for Your Esty Growth & Success

Robin Lee

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Who We Are...

Annemarie Camenzind is the founder of The Euro Institute of Skin Care and Swiss Skin Care, Inc. 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 called 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. It's just one of the reasons why being part of our community is a truly unique experience.

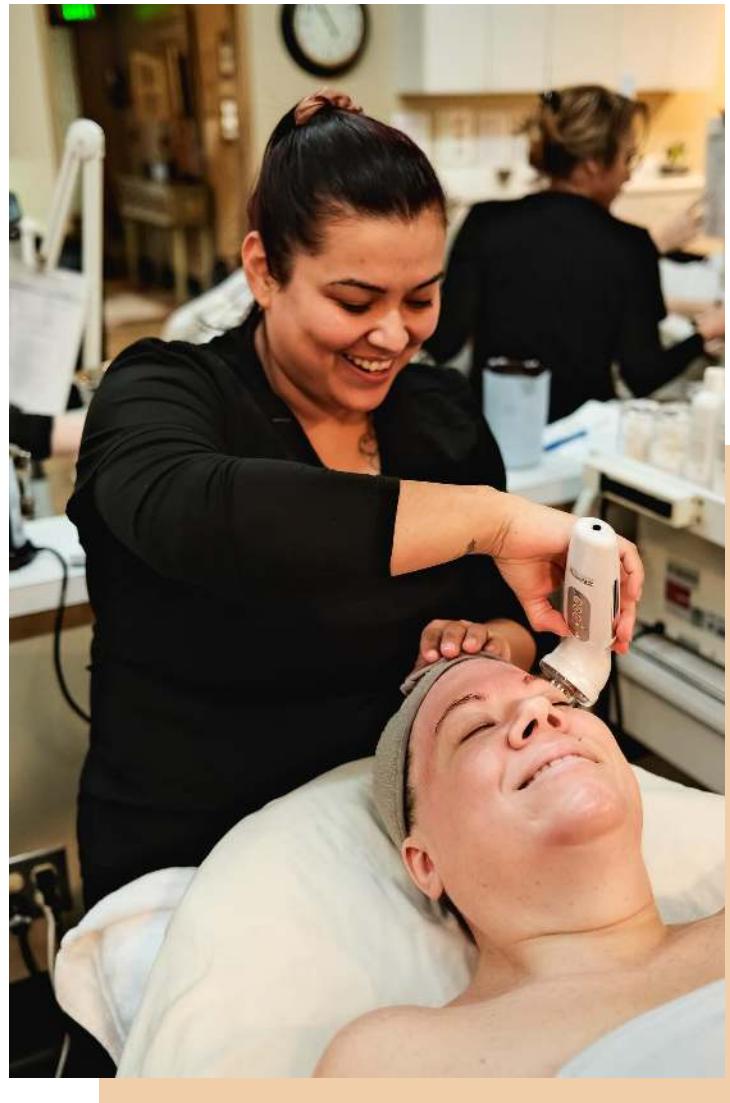
Nothing Happens Until Something Moves

One of the greatest scientific minds of the twentieth century, Albert Einstein, observed this reality and it holds true for every area of our lives. Whether it's positive or negative, the ball has to start rolling for change to occur. If we want something to happen, we have to initiate the action. Or put another way – activity breeds activity.

As I write this in January 2024, it is a new year and with that comes the opportunity for a new direction. Do you have plans to forge a path to growth and success? If you do, congratulations! Cheers! If not, there's no better time to regroup and redirect. But even if you're reading this months into the year recognize that every day is a chance for a new beginning. Resist the urge to look back – yesterday is over and can't be changed but today and tomorrow definitely can. To quote Satchel Paige, professional baseball player and the first African American pitcher to play in the major leagues, "Don't look back, someone may be gaining on you."

It may be time to set your sights on doing something new and inspiring. Maybe it's a new way to market your business, rebrand your social media image, try a new product line, or update your spa or treatment room décor. The main thing is to take charge and start in the direction of success the way you define it. Don't wait for something or someone to step in and clear the path for you. That will be a long wait and will no doubt cause you a lot of frustration and disappointment.

The good news is once you get started, ideas and opportunities will begin to appear. If that sounds like magic, well, it is. The philosopher, Johann Wolfgang von Goethe put it this way, "Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. The moment one definitely commits oneself, then the Universe moves to insure your success."





The bottom line is the first line – nothing happens until something (or in this case someone) moves. Embrace this year this day, this moment, and commit to a new beginning to deliver the unique gift that only you can give. You're changing the world one face at a time.

3 Ways to Demonstrate Your Expertise

One of the most common concerns among skin care practitioners is that they don't feel like they have enough confidence and/or knowledge to effectively address their clients skincare problems, even though they may be diligent about getting trainings from product brand representatives and skincare company website information.

To be a credible skincare expert you need the benefit of unbiased, science-based information to understand skin conditions, skin types, and product formulations. You also need access to frequent continuing education (preferably in bite-sized lessons to help you retain the information easily) to stay knowledgeable and confident.

Here are 3 keys to position yourself as an expert to gain and keep your client's trust:

1. *Make it about them – always.* Your clients want a customized experience, personalized for them – their needs, concerns, and goals. They want to be heard. The word “you” can’t be overused when it comes to your client’s care.
2. *Educate – don’t sell.* Consumers are far savvier these days given the motherlode of information available on the internet and throughout social media. But they aren’t professionals, and much of what they hear and read can be overwhelming and misunderstood. Using the old sales model of “features and benefits” to communicate will in most cases cause your clients to stop listening. Nobody wants to be sold to anymore, and using your expertise to educate them on what, when, and why is far more effective.

3. Talk to them about ingredients. The importance of understanding how and why skincare ingredients can't be overstated. Focusing on ingredients instead of product sales demonstrates your expertise – you are the expert, not just a salesperson! Your knowledge and concern for your client's best interests helps build their confidence in you and keeps them coming back!



4 Ingredients Your Clients Should Be Using

This isn't new information and you're probably using (and recommending) these in your skincare treatments. We all recognize the importance of educating our clients on the what, why, and how of skincare. Make sure your talking points are on point, communicating how ingredients work synergistically for protection and skin health. What seems basic, obvious, or even repetitive to you may not be to your clients.

SPF: More of an ingredient class, SPF is the most powerful tool we have to prevent premature aging. UV radiation triggers melanin production and breaks down collagen. It also produces free radicals, which results in cell DNA damage. The worst-case scenario of this damage is skin cancer. At the very least, educate your clients on how SPF optimizes skin health instead of just what it prevents.

Talking Point: 80% of skin aging is a result of sun exposure, so SPF is the ingredient I discuss with every client. Even on a cloudy day, about 40% of UV rays still reach the Earth's surface. It's a must for your skincare routine – every day — especially considering your **[client's skin concern]**.

You're the expert: Using real facts and numbers confirms your knowledge level to the client —immediately building trust. Leading the discussion with the ingredient (rather than a product) shows them you're invested in them and their goals, not just trying to make a sale.

Vitamin C: As a potent antioxidant, Vitamin C protects the skin from oxidative damage caused by UV exposure, environmental pollution, and potentially blue light from electronic screens.

It also:

- stimulates collagen synthesis (wound healing and reduces fine lines).
- brightens hyperpigmentation to even out skin tone.
- strengthens capillary walls to reduce redness in the skin.

Talking Point: Almost everyone should have Vitamin C as part of their skin care routine. It is powerful at protecting the skin from free radical damage caused by UV exposure and environmental stressors that build up on our skin every day.

You're the expert: You can explain to your client how free radical and UV damage can contribute to your client's specific skin concern or problem. As a professional, you know how this kind of damage is linked to a number of skin conditions – so educate your client!

Hyaluronic Acid: One of the most popular standalone ingredients on the skin care market and used in other products to help support delivery of other active ingredients. It's a powerful humectant (retaining water & moisture levels in the skin) and is necessary for healthy function of the skin and adequate hydration levels.

Talking Point: Hyaluronic acid is humectant which means it attracts and holds onto water. It's naturally found in our skin. The skin's hyaluronic acid content decreases with age, like natural collagen break down, which can cause skin tightness, dullness, and flakiness. Topical application of hyaluronic acid draws in hydration from the atmosphere and helps the skin retain the water you drink throughout the day. Each molecule can hold over 1000 times its own weight in water molecules, which expand and plump the skin.

You're the expert: Most clients will need some help understanding the difference between hydration and moisture. Help them understand and you not only show off your expertise but you are better able to address their skin concerns. Dehydration can be disastrous to basic skin function and worsen just about all skin conditions. Explain to your client exactly how this applies to them.

Vitamin A (specifically, retinol palmitate): Did you know that this retinoid is the most abundant form of vitamin A found naturally in the skin? It is a vitamin A derived molecule, produced by adding a fatty acid to a retinoid in order to form an ester. (An ester is a class of organic compounds that react with water to produce alcohols and organic or inorganic acids.)

Retinyl palmitate is less potent than other retinoid forms, but it's no less important. This occurs because it has to convert several times through an enzymatic process to transform into the only bioavailable form of vitamin A – retinoic acid. Another reason it is an important active ingredient is that 80% of vitamin A normally found in the skin is stored as retinol palmitate. When you topically apply any form of vitamin A to the skin, after it gets to retinoic acid stage and then bonds with cell receptors, it then converts back to retinol palmitate and is stored for use over time in the skin.

Retinol esters like retinol palmitate and retinol acetate are valuable when used in skincare formulations because they are less irritating to the skin. This makes them an excellent starting point for new vitamin A users.

Talking Point: Retinol is still the gold standard in skincare and has more science-based backing than almost any other skin care ingredient. It's one of the few actives that creates long-term, physiological changes in your skin – not just when you use it.

You're the expert: Something that's basic info to you can be eye opening knowledge to your client. And it doesn't need to be new information! We typically only retain about 20% of the information we hear, so what you communicate will either light a spark of recognition or be a new learning experience. Either way, you'll inspire trust and confidence!



5 Job Tips from a Skincare Pro (and Euro grad!)

Here's some valuable advice from a professional esthetician who created her own successful skin therapy business. Fauzia Morgan is a licensed esthetician and a Euro grad. Her specialties are facials, resurfacing peels, and body treatments.

#1 – Do what you love. Morgan's advice is to be yourself and do what you love. Her approach to esthetics is holistic and rooted in her own experience. After struggling with chronic acne, Morgan learned to heal her body from the inside out through acupuncture and dietary changes. Then, while working at an integrative pharmacy, she realized that she was able to help other people with their skin by recommending natural skin care products and making referrals to naturopaths, nutritionists, acupuncturists, and herbalists.

She decided to translate this talent into an esthetician job. Morgan chose an esthetician school that emphasized the whole body and the ways in which internal health affects the skin.



#2 – Network. When she started as an esthetician, Morgan built a professional website and joined online networking groups. She spent six months participating in a referral-based networking group called Business Networking International (BNI). “I had to stand up and give a commercial about myself every week. It really helps you get clear about who you are, what you do and how to confidently market yourself. It’s so important to have a good answer when people ask you what you do. It’s also important to know other professionals in related fields—nutritionists, homeopaths, massage therapists and others—so you can make informed referrals.” Also: Buddy up! Sharing space and clients with other professionals can be a great way to build your business. Morgan initially partnered with a massage therapist in order to open a larger practice space.

#3 – Be product-savvy and sincere. Estheticians typically offer clients a professional line of products that aren’t available in retail stores. They should be carefully chosen—or curated—luxuries. Organic and natural products are increasingly popular with eco-conscious consumers. “I can only sell something I believe in 100 percent,” Morgan explains. “People want products that will really work for their skin. People trust me because I’m passionate about the products and I know them well.”

#4 – Know your own worth. New estheticians should look at the industry standard, which is at least a dollar per minute, and then look at what others are charging locally. Settle on a fair price that makes you feel properly compensated.



Estheticians may price their services lower because they expect tips. While tipping is common courtesy at a salon, where clients know you're only getting a portion of the price they pay for a service, it should not be expected when you work for yourself. Clients depend on an esthetician to create and maintain professional boundaries, so they can relax and enjoy their time. New practitioners may write out clear policies about everything before they start, including returns, cancellations, pricing and hours. "It's hard to be firm when it's such a feel-good service. But if you respect yourself, other people will respect you," says Morgan.

#5 – Keep learning. It's important to keep building your skills. Many skin care lines offer courses to the professionals who use their products. Trade shows, such as the International Congress of Esthetics and Spa, can be a great source of information. Like many estheticians, Morgan gets her insurance through Associated Skin Care Professionals (ASCP). She receives information about developments in the field through their website and quarterly publication. You can also enhance your practice by developing related skills and knowledge. Morgan reads a lot about nutrition because even though she's not a nutritionist, she talks to her clients about how important diet and supplements can be for healing the skin.

Bonus – Never sacrifice self-care. "Taking care of yourself is so important when you're in a field where you take care of other people," says Morgan. Even if you only get short breaks between clients, make them count. Stretch, eat, go for a quick walk, meditate, or do whatever helps you avoid feeling stressed out. In terms of overall lifestyle, a healthy diet and regular exercise are essential. "People are coming to you for a peaceful experience and for their monthly or bi-monthly treat. You have to be grounded. You have to be in a good mental, physical and emotional space."

Interview courtesy of [Natural Healers](#).

7 Simple Spa Décor Ideas From the Waiting Room to the Bathroom

Our surroundings are a powerful contributor to our overall experience. Even if the esthetician is the most amazing expert on the planet, sitting in a waiting area that feels like an afterthought or worse yet, one that shouts "I need a makeover" doesn't inspire confidence or a feeling of wellbeing.

A spa isn't just a building, it's an experience. Everything from the fragrance in the waiting room to the music in the treatment rooms contributes to the client's experience. If you're thoughtful about the experience, you'll carefully consider your spa décor to make sure every client has a memorable experience – one that will keep them coming back for more. Discover some of the best tips for upgrading the décor in your spa and use the links at the end of this chapter for more inspiration.

Tips for Updating Your Spa Decor

It's well worth investing in your spa's décor but you don't necessarily have to spend a fortune on it. Whether you're completely redesigning your spa or just giving it a little upgrade, these simple ideas are worthy of your consideration.

1. *Keep it simple.* You can't go wrong with a clean and simple design. Clean whites scattered with pops of color and texture will keep your spa looking modern.
2. *Use paint for decoration.* If you're not a fan of wall art, try using paint to create shapes or shadow boxes on the wall. This technique works great behind the reception desk, and it's a quick and inexpensive solution.

3. Add a touch of luxury. You don't have to go all out to make your spa feel luxurious. Add a few elements like lushly upholstered furniture in the waiting room, sparkling chandeliers, or simply gold accents.

4. Use thoughtfully placed art pieces. A boring, drab waiting room won't get your clients in the mood for relaxation. Dress up a simple space with art pieces like faux marble planters, upscale light fixtures, sculptures, and colorful pillows.

5. Add some texture. Decorating your spa isn't just about choosing the right colors – you also have to think about texture. A faux fur rug, silky window treatments, or velvet throw pillows are simple ways to dress up your spa without spending a fortune.

6. Bring Mother Nature indoors. Nothing is more soothing than a day spent outdoors. Use plants in your reception area, decorate with natural colors like green and incorporate natural wood textures. If you're feeling bold, wallpaper printed with leaves can add a pop of color.

7. Upgrade your bathroom fixtures. While clients spend the majority of their time in the treatment room, a beautiful bathroom is a thoughtful touch that contributes to a memorable experience. A teak wood floor, modern sink, upgraded faucets and bath fixtures and plush towels give your bathroom a calming ambiance.

If you're working with a limited budget, don't feel like you have to completely redesign your spa all at once. Start with the waiting room to ensure your clients feel welcome from the moment they enter. Add simple touches like gentle lighting, soft music, and aromatherapy to help set the relaxation mood.

Every spa is unique and yours should have a flair that reflects your personality and your mission. That said, it doesn't hurt to gain a little inspiration from other sources. Check out these links to help get your creative juices flowing...

- Unique spa décor ideas for small salons & spas
- Salon suite décor ideas
- Spa room décor & design



7 Holistic Tools to Maximize Your Mask Powers

Masking is a favorite part of the treatment for estheticians and clients alike. There are so many different types and the high concentration of active ingredients means they act quickly and results are visible almost immediately. There are many benefits of using facial tools to take your masking treatments to a new level and, as always, to help your clients achieve glowing skin!

Masks have a higher concentration of active ingredients that are needed to improve skin's health. Face masks can help deliver moisture to dry or dehydrated skin, use hydroxy acids to remove dead skin cells, remove excess oil, clear clogged pores, reduce large pores, improve skin texture, help with aging skin, but most importantly, masks help deliver glowing skin. Adding holistic tools to any mask is a great way to take your client's treatment to a new level.

Facial tools help products penetrate better, improve circulation, relax facial muscles, reduce wrinkles, tone skin and more. Using tools and devices during treatments can also help increase the price of services and boost retail sales.



Facial & Ice Rollers: Facial rollers are the most popular of all tools in the treatment room due to their simplicity and affordability. They are easy to use, offer many benefits, and work great over most mask types. They are usually cool to the touch, making the rolling experience soothing and refreshing. Everyone can appreciate the ease and efficacy of this double-sided tool. The larger of the two ends is great for rolling along areas such as the jawline and neck. The smaller side can be used to combat puffiness under the eyes or minimize the look of pores around the nose.

Many of these tools come in a variety of gemstones. Regardless of which gemstone is chosen for the facial roller, there are benefits of using these massaging devices regularly. Studies show that rolling the face for five minutes daily can stimulate blood flow, increase lymphatic drainage, aid in deeper penetration of skin care products, ease muscle tension and provide a mild skin toning effect. Facial rolling is also a great way to relieve stress and relax facial muscles.

Ice Roller: Ice rollers stimulate the lymphatic system and massage the face to get rid of puffiness and toxins, stimulate blood flow and reduce muscle tension. Anything 'cryo' is anti-inflammatory, slows the effects of aging, speeds up healing and can stimulate collagen production. Ice rollers may also help constrict blood vessels, thus decreasing inflammation and reducing the appearance of broken capillaries. Similar to gua sha tools, ice rollers help increase lymphatic drainage, just at a colder temperature. Work towards the outer edges of the face to aid lymphatic drainage and allow the body to flush out those toxins.

It also works great for break outs, acne and inflammation, or those clients with sensitive or sensitized skin. The increased blood circulation and cold temperatures help to kick the skin's natural defenses into reaction, calming any irritation, redness, or areas of sensitivity.

Gua Sha: Gua sha is a modality of Traditional Chinese Medicine (TCM) that uses a tool, such as a stone, and runs it over the skin to break up tension due to stagnation from water retention, muscle tightness or other congestion. Not only do they feel cool and soothing, but they can also help boost lymphatic drainage to reduce puffiness and inflammation, instantaneously. Using gua sha long term can help stimulate collagen production to fill in fine lines and boost skin elasticity. There are many shapes, styles, sizes, and types of gua sha tools to choose from. Always try to find ones that fit comfortably in the hand and can be maneuvered with ease across the skin. No matter what type of tool is chosen, the benefits are the same.

Gua Sha Spoon: The gua sha spoon deserves a shout out all on its own. While this obviously looks different than most other gua sha tools, the spoon-like shape is a favorite to use around the eyes. One can easily target puffiness around the inner eye, swelling under the eye, laugh lines and nasal ridges. Along with the rounded edge, however, there's also a flat edge, so it can still do double-duty for the more standard scraping or gliding motions on the cheeks, forehead, jawline, and neck. This tool can be used most easily with thicker eye masks or creams and gel-type masks, as it is important to have continual movement and not drag on the skin.



Gemstone Mushrooms: Mushrooms are in a class by themselves. Gemstone mushrooms can help apply and penetrate products, be used as a pressure point tool, and be gracefully used for facial massage. Of course, these come in different colors and gemstones, too. So, just pick a favorite.

The shape of this tool is very smooth, but the mushroom-shape has a curve in the middle, which can be convenient for the user to grasp. For clients with bags and inflammation under the eyes, gemstone mushrooms are absolutely great. The eye area can be massaged with the mushroom scraping tool to reduce puffiness and effectively remove wrinkles, fine lines, and dark circles. It can be used on the neck to reduce neck circles and promote lymphatic circulation in the neck area to keep the body and mind healthy. Apply to cheeks to get a perfect jawline and contour. These are also great to help target acupressure points in the face.



Kansa Wand: The kansa wand has found renewed popularity in the last few years, especially on Instagram and other social media platforms. The ironic part is that it's been used for centuries in Ayurvedic practice to balance the skin's pH level as well as the doshas and chakras.

It's designed to stimulate blood flow, encourage lymphatic drainage, drain toxins, and sculpt the facial muscles. It also helps to reduce puffiness and increase blood circulation to the face. Even if you don't believe in the Ayurvedic benefits, recent studies show that external application of copper assists in keeping a good balance of bacteria on the skin and can increase activity in the dermis, which can stimulate new skin cells.

The kansa wand is also very relaxing if done in the proper motion on the face. It reduces stress and anxiety through its movements for calming, detoxifying, and soothing the skin. Some clients see more definition around the cheekbones and jawline as well.



Gemstone Mask: Gemstone facial or eye masks are making their way into facial treatments. They are a weighted, intricately handwoven pattern of stones that feature a cooling and calming design that can help minimize the look of dark circles, puffiness, and wrinkles, as well as relieve sinus pressure. These masks can be made from a variety of gemstones and simply lay over the face or eyes. The weighted face mask placed over another mask can soothe post-treatment redness and promote relaxation and reduce anxiety during a treatment.



Cryo Globes: Ice globes, cubes, wands, and facial sticks are fun-looking face massage tools. Depending on the brand, they can be also called cooling globes, ice balls, cryo globes, chilly spa globes, skin icing tools or cryo sticks. They can also come in cubes, wands, and sticks, but they all complete the same goal. Facial massage with these tools is great for reducing puffiness, refreshing tired skin, soothing inflammation, irritated skin and relieving tension or pain. Moreover, ice globes benefits also include relieving pain like headache, muscle tension, sinus pain, sunburn or skin irritation.



Additionally, ice globe facials help soothe and calm skin after harsh skin care procedures like extractions, chemical peels, microdermabrasion, microneedling, waxing or injections. These can be used at room temperature, cooled in a refrigerator or even frozen.

Mask Away! Overall, it is great to add any holistic tool over any mask. It feels awesome for the client, has many benefits for the skin and is not much extra work or time for the esthetician. The best part is that they can also be added on as a retail sale and treatment that the client can use at home to reduce inflammation, redness, increase toxin release and help with contouring the face.

Article courtesy of Shawna Rocha, owner of Awaken Day Spa in Port Angeles, Washington. She has completed multiple advanced courses in Oncology Esthetics and Immuno-Esthetics, and holds several certifications, including NCEA.

Mask Tool Guide

In the treatment room, certain mask tools pair best with specific mask types.

Thick, creamy masks:

Facial rollers, gua sha spoons, cryo globes, gemstone masks

Thin, creamy masks:

Facial rollers, gua sha, gua sha spoon, gemstone mushrooms, kansa wand, cryo globes, ice rollers

Gel masks:

Facial rollers, gua sha, gua sha spoon, gemstone mushrooms, kansa wand, gemstone mask, cryo globes, ice rollers

Hydrojelly masks (once set):

Facial rollers, gemstone mask, cryo globes, ice rollers

Sheet masks:

Facial rollers, gemstone mask, cryo globes, ice rollers

Clay masks:

Facial rollers, gemstone mask, cryo globes, ice rollers

Facial oil:

Gua sha, gua sha spoon, gemstone mushrooms, kansa wand

The Aesthetics of Esthetics: Tips to Help You Beautify Your Business

In the esthetics world, seeing is believing. We want to show more, tell less. Which means the more you show your clients who you are, what you can do, and what you stand for, the more you'll convert prospects into loyal clients who keep coming back.

Today's digital marketing world demands you showcase your skills and expertise in a way that quickly and easily helps people decide you're not only the right esthetician for them – you're the ONLY one for them! The following are a few ideas to help you update your work portfolio and make your online presence shine brightly.

Your online intro. The statistics say it all – [about 76% of consumers](#) check out a business online before ever contacting them. Your website is your frontline introduction to prospective clients. Your site must be on point with high resolution, high quality images and videos, killer content, a professional bio that tells them who you are and why you're the best choice, and a strong call to action. All design elements should be coordinated in a way that supports and expresses your brand. The goal is for people to recognize your spa's overall signature look and realize you are a professional that provides great services and quality products.



Socially speaking. Whether you're a fan or not, a strong social media presence is a must. You don't need to try to manage every platform out there. Choose a couple that resonate to you and that you're likely to post consistently to (there are many successful esty entrepreneurs out there who've built their business using just 1 social media platform). Include photos, videos, and lots of relatable content (that pertains to your business – keep personal to a minimum unless it directly relates). Let them see your brilliance shine!

Email still rules. Before you sigh and move on to the next paragraph – hold on. Email marketing still works and has some of the highest ROI (return on investment) of any digital strategy. Really! People still love to see value-oriented emails in their inboxes – ones that contain offers and smart information. That's where your portfolio comes in. Approach in terms of what the results of what you do can (and will!) do for them. The focus should be on the value your expertise will provide and why it's you – and ONLY you – that can give it to them.

Regular email campaigns – monthly, bi-monthly, or weekly e-news, tips, video shorts, and special offers are an easy and inexpensive way to stay in touch and keep amazing and talented you top of mind! Include images and links that showcase your work, your line of skincare products, and your spa so people get the full experience of what it means to have you as their esthetician.

Before & After. People get tired of seeing before and after photos – said NO-ONE EVER. B&A's should be on your website, social media posts, and email campaigns (with client permission.) A picture is worth a thousand words in terms of helping your client see what they may expect from you as their skincare professional.

Video. Images are great and are necessary, but everyone loves a video. It's the next best thing to being there. They can take the form of time lapsed lash extension sessions, performing facial massage, applying a mask or peel, brow tinting, waxing, or even a tour of your spa. Video gets views and helps optimize you SEO rankings quickly, as well as demonstrating your prowess as a skincare pro!

Blogging. Everything is good about blogging (and vlogging). It's easy, it's free, and it is one of the fastest ways to optimize your position on the web. And options are limitless. You can discuss your favorite skincare tips, share product information, add video demos, give tutorials, present case studies, showcase your favorite skincare ingredients, record yourself attending a trade show, class, or conference – you get the idea. Just make sure your videos are high resolution and always your own (or give proper credit if they belong to someone else – same with using other's blog posts.).

Esthetics is by definition a creative industry – so let your imagination run wild! Brainstorm your own unique ways to show the world how wonderful you are – and don't be surprised when your bottom line starts to expand as a result!

Show the Love: 4 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 4 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. 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. 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 put forth continual effort to stay positive and passionate about our business and to keep our clients in love with us!

2. The Client Rules: Or in other words – it's not about you. Your business is about your client. Always give your client undivided attention and hone your conversation skills. 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: Many new or potential clients will pass you by if they get poor service during the communication process (phone, emails or texts). 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. Give Thanks: You almost can't overdo thanking your client with thank you texts, emails, and in person. And always try to show special appreciation to your loyal clients (with the occasional discount, add-on to a treatment, or offer). Thank them and mean it—they will feel it.

A successful skincare business is more than just recognition, sales, and profits. Showing your authenticity and heart-centered care to your clients (and staff!) define your success in a bigger and more meaningful way that will energize and inspire you as well as remind you why you chose to share your esthetic gifts with the world. There's no-one like you!



5 Success Tips to Help Keep You Growing & Glowing

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 (and that includes 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 to consider.

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 Client Retention: Remember this variation on an old saying: Get new clients but keep the old – one is silver, and the other's gold. Client retention in the esthetic world is key. Market to build your base but continue to focus on creative ways to keep client loyalty.

- *Flexibility:* 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.
- *Incentive plans:* Loyalty programs, free-add on services after a certain number of treatments, discounts for pre-booking, product discounts – you get the idea.

3. 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. 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. Market Brand YOU: No one can do what you do quite the way you do it. That's a fact. What is your special gift(s)? What do you love to do? What's your specialty? Combining your skills with your passion is a solid gold combination. Branding is simply the way you show 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). Be crystal clear on who you are and what you deliver and share it with the world! Marketing "Brand YOU" is one of the best ways to help you find and retain your ideal client while building a profitable and successful business you love.

Tuesday-Thursday 9:00 a.m. to 5:30 p.m.

Fridays 10:00 a.m. to 4:00 p.m.

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