

Standing out in the beauty pro world is a must. So how can you—an experienced esthetician—find a way to do that in a saturated market? This guide has tips for estheticians to help you set your services apart.

# Facial Tips for Estheticians: A Guide



# Facials & Enhanced Services

As a beauty pro in the esthetics world, it's an absolute must to not only diversify your services so you can attract your dream clients, but also stay in the know about what's trending in the industry. You want to set yourself apart from the competition, keep your regulars coming back for more, and make sure that you're reeling in the best clients. How can you tackle all these goals at once? Dreaming up an enhanced service list that your potential clients are chasing.

In this guide, we're talking about one of the absolute best and most rewarding enhanced services you can offer as an esthetician—facials. Here, we'll share actionable facial tips for estheticians and must-know strategies to help you not just refine your facial services but learn how to effectively market them to your dream clients!

Before you can dive into offering facials, it's crucial to take a quick inventory of your skillset. Are you licensed and ready to offer facial services? Do you have a handle on the basic steps? Think back on your training—do you feel confident and ready to tackle facials in their proper steps (cleansing, exfoliation, extraction, and massage)?

Of course, enhanced services like facials aren't the only techniques to master. For real profit-boosting services, you'll want to tap into even more advanced techniques, like chemical peels, microdermabrasion, and LED therapy. All of these enhanced services can help your patients who are seeking specialized solutions—for example, those who deal with uneven skin tone might appreciate microdermabrasion facial options.



## Services

Facials offer you a chance to create basic services – hydration facials, exfoliation facials, facials for uneven skin tone, etc. But they also allow you the chance to create custom facials–specific offers that can benefit every client uniquely.



A client with sensitive skin might appreciate your custom calming, hydrating facial. Another client struggling with acne? They might adore a treatment that's all about deep cleansing, exfoliation, and red-light therapy to kill bacteria.



The key to creating amazing facial services that keep your clients coming back for more? Having a solid understanding of the products you're using, the ingredients they contain, and how effective they are. Some evidence suggests that including hydrating hyaluronic acid in your skincare routine can help with soft tissue growth, keeping skin moisturized, making it easier for the body to produce more collagen and elastin, and boosting elasticity.



Other research suggests that retinoids can help improve fine lines and wrinkles in the skin (and other signs of aging) when used consistently over the course of as little as 12 weeks. Knowing which ingredients to use and when—like Vitamin C, niacinamide, ceramides, and glycolic acid—can help you create enhanced service facials that your clients will keep coming back for.

## Your Client's Experience

Of course, a must-return-for facial isn't just in the technique—it also has a lot to do with the ambiance and the client experience you create during that facial. Part of what makes a service enhanced is how your clients feel—their experience is everything.

Here's a must-know facial tip for estheticians—you can boost your clients' experiences by creating a calming, relaxing environment. Think about adding soft lighting, music, and maybe even aromatherapy to create a particular vibe in your spa or shop.



Another way to take things to the next level? Offer personalized consultations so you can understand your clients' needs and help them set expectation for their custom facial. Does your client have any allergies? What's their current skincare routine like? What's their goal with this facial? Do they have a particular skin condition you should know about?

Personalized consults help to get all of these important answers out in the open. "Another way to take things to the next level? Offer personalized consultations so you can understand your clients' needs & help them set expectations for their custom facial." Of course, communication throughout the appointment—and before and after—are also key considerations. Try to find the right balance between explaining the procedures so your clients know what's happening and allowing a quiet, peaceful environment. It's important not to leave your clients guessing—but it's also important not to talk through their entire appointment.

Finally, don't skimp on aftercare instructions! Your clients just spend (hopefully) a calming, rejuvenating time with you—and their skin should be glowing. How can they keep that glow going, and what can they do to care for their skin better? Offer thorough instructions for them for post-appointment—bonus points if you write them down so they don't have to try to remember all the step-by-step details!

## **Introducing New Services: How to Tackle Add-Ons as an Esthetician**

Not sure how to tackle announcing new services and add-ons? We've got a few ideas to help make your new services enticing.



## Create an Add-On Option for Facials

Try offering something in addition to your facial. For example, explore LED light therapy add-ons, eye treatments, décolleté care, or shoulder massages. If you can introduce your new service with an add-on that might be interesting (at a lower price point), your clients might be more inclined to try a facial (and something along with it).

## Offer Seasonal Facials

Consider launching seasonal facials to pique your clients' interest. A summer glow facial that includes UV protection and hydrating ingredients might encourage your clients to give this service a go. A fall facial with a pumpkin enzyme mask could be a winner, too! Draw inspiration from the current season and try to create a facial option that helps your clients overcome the current seasonal skincare obstacles.





## **Introduce Targeted Treatments**

Your clients might be more inclined to try a facial if it targets a specific concern. Anti-aging? Hyperpigmentation? Acne breakouts? Creating facials that address specific concerns can help you appeal to a specific segment of your audience. If you're solving a specific problem, the clients with those problems might come running.

## **Bundle a Service**

Take the bundled approach! For example, don't just offer a facial—offer a facial package. Try creating a package that includes a series of facials with complementary skincare products.

## Knowing What's Hot is a Must: Track Esthetician Trends

In the ever-changing world of beauty, there's no such thing as being "all caught up" on the trends and happenings. As an esthetician, it's crucial to always be on the lookout for updates and fads that stick around. How can you do this effectively?

### ***A few different ways:***

*Focus on continuing education:* Attend workshops, webinars, and conferences so you can stay informed and updated about what's happening in the esthetician world (and the beauty industry as a whole).

*Integrate technology:* What's the buzz on the latest tech? Is hydra dermabrasion still the hottest craze, or have we moved on to oxygenized facials? You'll need to invest in high-tech, professional-grade equipment for facial services—so it's important to know what's here to stay and what tech matters for you moving forward.

*Client feedback:* Poll your clients—what are they loving and what's not working for them? Get feedback and use that feedback to alter and edit your facial practices.

## Marketing 101: How to Spread the Word About Enhanced Services

Once you tackle technique, bundle your offers, and know how to introduce facials to your esthetician clients, it's crucial to get the word out about them.





Why? Offering the greatest facials in the game doesn't mean a thing if nobody knows about them. Here are a few ideas for marketing your esthetician services and newly added facials.

- Social media marketing: Take it to IG, TikTok, and Facebook—wherever you have a social media presence— and start showcasing your facials. Before and afters are a super powerful marketing tool—and video and photos of these transformations won't just perform well, they'll get people into your chairs.
- Referral programs: Encourage your satisfied clients to get the word out for you. The more they refer people your way, the more discounts and free add-ons will come theirs.
- Client loyalty programs: Long-term relationships with your clients are what make this industry go 'round. Create a loyalty card where clients can earn a free facial after a certain number of visits.
- Website optimization: Take a peek at your website. Is it optimized for these new services? Focus on new keywords that include your new services, ensure that your new services are listed on your site, and you're doing everything you can to help with search engine ranking for the new services.

## **Common Challenges & Solutions for Estheticians**

Enhanced services like facials have a ton of benefits. But they do come with any inherent challenges? Like any service, there are two sides to the coin.



First and foremost, sometimes it can be tough to deal with difficult skin types. The strategies for treating these challenging skin conditions (like rosacea, severe acne, and hyperpigmentation) can be tough—and you might not get the results you want after one or two facials.

A solution? Develop a go-to protocol for specific conditions so you know what to do and how many treatments it takes to see results.

Of course, managing client expectations is always a struggle, too. Explain that to achieve the skin they're chasing, it's going to take more than one facial. While a single facial is a great first step, just like anything, it takes ongoing care and multiple visits to maintain those results.

## **Your Go-To Guide for All Things Facials & Specialized Services**

All in all, facials are a must-consider service for all estheticians. They can help you elevate your spa or shop, please your regulars, and even get new clients into your space.

Estheticians, if you're ready to increase your income, draw in a new crowd, and take your biz to the next level, it sounds like facials are the perfect new go-to service for your spa or shop. Looking for more insight, guidance, and industry tips? You're in the right place.

If you loved this guide, you'll love the rest of our regularly updated blog, too! Make sure you subscribe to our email list so you'll get immediate notifications when hot gossip and biz-boosting tips drop!

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