



Welcome aspiring (and inspiring) estheticians! You're embarking on an amazing adventure helping people be their own unique beautiful selves.

Enjoy these tips straight from the classroom – we hope they'll be a help to you on your journey!

The Euro Esti Guide: Top Tips for Aspiring, Enlightened Estheticians

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written by Robin Lee for:
The Euro Institute of Skin Care
10904 SE Petrovitsky Road
Renton, WA 98055
(425) 255-8100
www.euroinstituteofskincare.com
admissions@euroinstitute.com

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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!*



#1: Five Things to Consider When Choosing Your Esthetics School



Designing your perfect esthetic education experience is not something you'll want to take lightly. Every student has different interests, objectives and learning styles. And while there are general factors to consider for all schools like location, length of training and cost, there are other things you'll want to tailor to create the best educational experience FOR YOU. The following are 5 important (we believe) aspects you'll should evaluate when making your school choice.

1. *Reputation:*

Do some research. Check online reviews, ask current and former students, and see who spas, medi-spas, and doctor's offices are hiring. The beauty biz is a somewhat tight community, and no doubt you'll get good feedback from management and staff that are already working. How long has the school been in operation? Do they have a mission statement? That can tell you a lot about the type of education offered. (Here's where we pat ourselves on the back a bit – Euro Institute graduates are in high demand with local area spas and medi-spas. Really!) A good school with a solid reputation is a foundational jumping off point as you begin your esthetics career.

2. Curriculum:

This almost goes without saying – a well-balanced, diversified curriculum is critical. Does the school teach directly from state approved materials, or do they offer their own in addition (We do!)? What guest lecturers, workshops, or optional elective training is available? How does what you learn in the classroom apply in terms of real-world experience? (See Practical Application). Do they work with a product line (we have our own signature line of products, many of which are formulated right here in our lab.)? A school's curriculum and resources should include your interests, as well as expose you to different facets of the industry.

3. Staff:

You can tell a lot about a school by the people who work there. They are your instructors, mentors, advisors, and friends! How well does the Admissions Team address your questions and make you feel welcome at an Open House or facility tour? Are the support staff helpful and friendly? Check out the instructor profiles and their experience and education. As a student will you be taught by a single instructor or is the class shared by more than one? Do instructors teach advanced or elective classes as well? ([Meet our team!](#))

4. Practical Application:

Not all esthetics schools have a clinic floor/working spa within the school, so students gain real time experience and practice on real clients. [Schedule a tour](#) of our facility to see our spa floors. Or better yet – [come in for a treatment!](#) Talk to the student estheticians. Ask them why they chose this program and what they like or dislike. Observe the spa for cleanliness, set up, availability of different treatment modalities and supplies. Get a copy of the treatment menu. Are these treatments you're interested in learning and someday performing? Reserve a seat at the school's Open House for an in-depth presentation, opportunity to ask questions and see the classrooms, breakrooms, and spa/product areas. See the whole picture!

5. Advanced Coursework/Certifications:

What does the school offer for coursework beyond the state requirements? Additional advanced classes build your skillset and make you more valuable to employers. (Michelle Estes, our Director is always researching the latest trends in esthetics and has added new treatments and classes every year for the past 10 years.) Estheticians need to consistently pursue continued education, as our business is constantly changing.

The right school can make that easier. Research certifications offered at schools you're considering and what advanced training they offer to current students and graduates.

Whichever school you choose, be sure it has everything that you as a student are interested in and that fills the requirements you need to advance your personal esthetics career. Good luck!

#2: The Five "B's" for Getting the Most Out of Your Esthetics School Experience



Congratulations! You're embarking on your future in a great new career helping people be their most beautiful and confident selves. It's exciting and a little nerve wracking!

Here are some tips to help you make the very most of your learning experience!

1. ***Be on Time.*** It may seem like being just a few minutes late isn't a big deal. But minutes missed add up over the course of your studies and can amount to a lot of missed education. Chronic tardiness also makes a questionable impression on your course instructors, fellow students, and definitely on employers and clients! So, plan your clothes the night before, set your alarm a little early, and show everyone you care, by consistently being on time.
2. ***Be Organized.*** Between classes, practicing on the floor, studying for exams, events, responsibilities at home, and maybe working as well, being an adult student is a lot to manage. Staying organized can make the difference between average and great performance. Use your phone calendar to add tasks and events, or buy a paper scheduler, if you're more tactile. Check your schedule every day to prepare for upcoming activities. Schedule in some down-time for recharging yourself. Also, organize your kit in the way that works for you.

3. ***Be Prepared.*** If you work while attending school, communicate periodically with your employer and school administrators, to help prevent schedule conflicts. If you commute to work and/or school or use public transportation, plan the most efficient route, and allow for traffic. Make sure you have your kit and that it's well organized. Plan your budget to ensure you have the cash on hand for incidentals you may need during the day. Keep up with your studies for upcoming class sessions.
4. ***Be Persistent and Practice.*** Successful estheticians learn, practice, and persist to build their skills and confidence. At first, it may seem daunting trying to integrate your knowledge with all the steps involved in treatments. Practicing on the clinic floor with spa clients and other students is the best way to process and gain confidence, speed, and agility. Devote as much time as you can to practicing and don't give up! Persistence is the key. You'll thank yourself when you go for your state practical test and when you take those first steps into the working world. Take advantage of all the extra learning opportunities you can! Practice on friends and family. Attend online webinars and workshops. The more you immerse yourself in both the creative and technical aspects of our industry, the better able you'll be to meet challenges in class and on the floor.
5. ***Be OK That You'll Make Mistakes*** Even the world's greatest estheticians make mistakes. To develop new skills and learn from your experiences, you've got to expect to make a few mistakes. We all have our stories! Nobody expects perfection, and mistakes are opportunities for growth. Don't let the fear of mistakes intimidate you from trying new things.

And a bonus tip. . .

Be respectful & have fun!

Esthetics training is rewarding, exciting, and challenging – in other words, it's not easy. Regardless of what you think going in, this is a unique experience, and there will be days when stress or fatigue will tempt you to let a negative mood or emotion affect you and those around you. Remember this is good training too! You are training for a helping profession where you'll be working with all kinds of clients.

Professionalism and positivity are at the heart of what you do! Make it a point to treat everyone at school with kindness and respect, like you would want to be treated. Nothing will prepare you more for interacting with clients and employers as you move forward in your career.

Last but NEVER least – have some fun! Experimenting with new skincare products and treatment modalities, making new acquaintances and friends, and learning from instructors, guest lecturers and field trips is what it's all about. What we hear most from our students? They can't believe how fast their training flies by! Many of our students make friendships that last for many years after school is over. So, relax, stay focused and above all - enjoy the journey!

#3: The Five Education Mistakes Estheticians Often Make



Education is an integral part of any esthetician's career. The esthetics industry is always evolving, and it is critical that we stay on top of new trends, treatment modalities and research. Clients are inundated with information from many sources including social media, magazines, infomercials, and online searches. Some of this is definitely "misinformation." As the experts, we are responsible for giving our clients the most accurate and up to date information. Here are five mistakes we often see when it comes to education.

1. Lack of Confidence

It's important to do research for yourself and form your own opinions. The more you know, the more confident you will be expressing your opinions. Facts and opinions are two very different things. For example, "microdermabrasion is an exfoliation procedure using a coarse tip or micronized crystals to remove dead skin cells on the surface of the skin" is a fact. "Microdermabrasion is the most effective treatment for minimizing the appearance of skin aging" is an opinion. We learn facts from study and research. We form opinions from our knowledge and experience.

One of the great things about our career is the opportunity to be creative. Combining your knowledge and experience means you can customize treatments and product recommendations for your client, so they receive the best results from your care. Your confidence in your knowledge as the expert, plus your opinions on how to use your knowledge on a case-by-case basis is a win-win for all!

2. Limiting Yourself

At the Euro we encourage you to gather your own information and form your own opinions. Be open to the views you hear and learn from other professional sources. Keep an open mind. Don't rely on social media for your education outlet. There are many esthetic groups and organizations out there to help you. Always keep learning and expanding your expertise.

3. Not Using Time Wisely

You need to make valuable use of your time. Use downtime at school to practice treatments with other students. Take the initiative to increase your knowledge whenever possible. The same goes for when you have a job. We often hear estheticians complain that they aren't busy. This is the perfect opportunity to shadow other seasoned estheticians – it's a wealth of experience-based knowledge. If you don't have other providers to shadow, consider doing an internship. Internships are also a great way to gain experience in a variety of settings so you can better evaluate where you want to take your career. Be resourceful. In this industry time is money, use it wisely.

4. Not Evolving

Always Be Learning! Esthetics is constantly evolving and changing. There is always more to learn! It doesn't matter how much you currently know; there are always new treatments and products – that's part of what makes our industry so exciting. Learning comes in many forms too – skincare websites, mentoring programs, online webinars, books, magazines, and Facebook groups.

Many skincare companies offer free educational classes to learn about their products. Having a broad understanding of several product lines makes you more relatable and marketable.

We highly recommend trade shows such as [Face & Body](#), which are great learning and networking opportunities. Regardless of how you choose to do it, continuing education is critical to succeeding in this business.

5. Not Doing Your Homework

Choosing the right program for you is the biggest investment you'll make when getting started as an esthetician. Do your research. What is the school's reputation? How long have they been in operation? Do they offer advanced training and electives? What kind of experience do their instructors have? Talk to current and former students.

Cultivate good study habits right from the get-go. We all have different learning styles. Are you a visual or auditory learner? Do you work best hands-on? Identify what works for you and create the best environment for self-study. Learning to avoid these common mistakes in education will make your entire esthetics experience not only easier, but more rewarding and enjoyable. After all, we're doing what we love to do! And that is truly the best experience for you.

5 Things Our We (and our Students) Love About Being an Esthetician



There are so many reasons why we love esthetics! Need convincing? Here are a few . . .

1. Educating others about skin care

As an esthetician you are an educator. Even in these days of so much available information, you'd be surprised how many people don't realize how important it is to take care of their skin. Guiding your clients on how to identify their skincare goals – and helping them achieve those goals is incredibly rewarding. At the Euro Institute, we feel privileged to educate the next generation of estheticians so they can provide the best services to their clients.

2. Giving clients hope

Providing care to clients who have lived with skin conditions that cause them to feel unconfident or hopeless is one of the most positive reasons we can think of. You can literally help people become their own kind of beautiful – which is a reward in itself.

3. Being able to combine a variety of interests into one career

Being an esthetician is more than just knowing how to give a facial. It requires so much more than that, including knowledge of chemistry and biology.

Estheticians need to know how formulas and ingredients of products act on the skin – cosmetic chemistry – as well as knowledge of human anatomy, ergonomics, nutrition, and (what we teach at least!) holistic therapies like Ayurveda and aromatherapy.

4. Being a part of an ever-changing industry – it's never boring!

We are so fortunate to be a part of an industry that is always growing and changing. There are so many opportunities to advance your education as an esthetician and keep up with the latest advancements – we think skincare is always exciting! You'll find your days are never the same – and you'll get to choose to do what you love best, whether it's relaxing facials, invigorating peels, waxing, lashes – consider the possibilities! You'll certainly never be bored as an esthetician!

5. Always being inspired

Whether it's at a trade show, manufacturer classes and events, industry classes like ASCP or Skin, Inc., or in your treatment room, never miss a moment to learn something new! Your experiences inspire you to continue to grow and be the bright, shining star you are!

The Five Things We Recommend 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 to go solo, or working in a spa, medi-spa, or another setting – get your esthetic career off to the best possible start by prioritizing these 5 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 three 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 ten 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 immediately – 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. Create a website (if you have your own business).

If the idea of building it yourself is just too daunting, there are lots of affordable options out there. (estheticianwebsites.com is a good example). Check out different sites for themes and styles that appeal to you and use these to convey your brand ideas to your designer. DIY'ers will find affordable template-based companies like Wix, Weebly, Shopify, Go Daddy, or WordPress (great for bloggers) for every level of competency.

4. Take advantage of social media and email marketing.

Instagram and Facebook business pages are no cost ways to highlight 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.

5. Take care of the 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.

And an extra: Take care of you & enjoy your success.

Self-care is a popular buzzword, but its importance to those 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!

Bonus Section: Five Critical Skills All Successful Estheticians Should Have



There are many skills that help an esthetician become successful, but these are ones we think top the list for almost guaranteed success in this field.

1: Empathy: Having basic empathy for others, being able to find common ground with many different types of people is a must. You will no doubt be working with a variety of personalities from many types of backgrounds. To build a successful business, your clients must know, like, and trust you.

2: Customer Service & Communication: In business, the bottom line is important, and offering good customer service is an important start. Part of what you'll do involves assessing your client's skin and recommending products and services that will help them look and feel their best. Your client looks to you as the expert and wants to trust your recommendations and advice. *Great customer service equals customer loyalty, it's that simple.* And keeping a client is much more cost effective (and easier!) than continually searching for new ones. Customer service creates a loyal following – they know, like, and trust you!

Part of offering great service is being able to communicate well. Some clients will be easy and open to deal with. Others may disagree with anything that is suggested. Some may come from having a bad experience elsewhere and have trust issues with the process.

You'll need to assess and understand what communication style is needed in order to validate your client's needs as well as giving them the best service.

3: Attention to Detail & Good Organization Skills: Clients don't always understand their own skin conditions fully – it's up to you to ask the right questions and assess their situation in detail and in an organized format to identify and treat properly. You'll have a detailed consultation form for skin diagnosing, so nothing is left to chance or inspiration. Your workspace should be organized as well, as it demonstrates to the client your professionalism and expertise. (And it helps you stay on track and in control!).

4: Problem Solving: Clients need you to be the expert that finds just the right solution for their skincare needs. A good problem solver can quickly assess and treat the problem with their knowledge and experience – not assumptions. You're continually learning, are open to new ideas and treatment modalities and you have a clear understanding of the situation so you can evaluate the options available and arrive at a solution that's right for your client.

5: Time Management: Successful estys manage their time wisely, prioritize what's important, and respect others time. Be ready and on time for your client appointments! Leaving your client waiting signifies that you don't respect their time – or that they aren't important. Organize your time to get the right things done.

Bonus Tip: Develop Business Expertise: It isn't enough to be good at giving treatments and recommending products. You'll need some basic business skills even if you're working for someone else, and especially if you plan to become an entrepreneur. We've seen highly qualified and talented estheticians lose money and some eventually their businesses due to lack of or bad business practices. There are lots of esthetics-related business courses online ([The Esthetician Mentor](#) is a good one or read articles and take free webinars from organizations like [ASCP](#), [Dermascope](#), or [Skin Inc.](#)).

We hope you enjoyed our "Five on Five" tips book for Aspiring, Enlightened Estheticians!

Ready to find out more about sharing your unique gift through the field of esthetics?

For more information or to schedule a tour please call:

(425) 255.8400 or [email our Admissions Director.](#)

[Click here](#) to find out more about our spa, book a treatment, or purchase products!

[The Euro Institute of Skincare](#)

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

- Rumi