

## Taking the Leap during National Healthy Skin Month

What better time to explore your inner esty?

What's full of variety and options for growth, in high demand, helps others look and feel confident and healthy, and is changing and evolving daily? You know the answer. And you know you love skin care, health, and beauty but you're still not sure about actually doing it.

Well, November is also adventure month. . .

**NOVEMBER  
THE LAST MONTH  
OF AUTUMN. BUT  
THE BEGINNING OF A  
NEW ADVENTURE;  
TIME TO TAKE RISK  
AND DO THE  
UNEXPECTED.**

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Need more inspiration? Here are 9 reasons esthetics might just be the career that reveals the new, real you. . .

- 1. The job market for estheticians continues to grow:** According to the U.S. Bureau of Labor Statistics, the job market for estheticians is expected to grow [17% from 2021 to 2031](#), much faster than the average for all occupations. About 13,500 openings for skincare specialists are projected each year, on average, over the decade.
- 2. Lots of career options:** The [training program](#) at the Euro provides a thorough understanding of skin health, nutrition, holistic therapies, and oncology esthetics to name a few. You can opt for further study for your Master Esthetician certification and/or specialize in a certain area or field, like lash extensions, waxing, or medical esthetics. A career in esthetics means lots of options – and you can switch things up whenever you like!
- 3. Less time required to get down to business:** Unlike other career paths that can take years of schooling to complete, esthetics training isn't a really long school commitment. The total amount of time depends on your choice of program - [full time or part time](#).
- 4. The industry is always evolving and changing:** The esthetics field is constantly adapting as new techniques are developed. If you are the kind of person that that loves learning new things and thrives on change (you'll never be bored!) esthetics is a great choice! There is so much out there.
- 5. Flexibility & Entrepreneurship:** One of the big attractions to esthetics is the ability to set your own schedule. You can choose whether to work full time or part time. Esthetics naturally lends itself to entrepreneurship. There are many benefits to owning your own business (and a lot of work!). Having the freedom create your spa experience based on your unique set of skills and interests, the ability to dictate your schedule and be successful is a big draw in this industry.
- 6. Product Discounts:** Licensed estheticians receive professional discounts on many skincare lines (often without buy-in minimums.) You get to expand your knowledge and expertise with skincare brands, and you can generally write off

the expenses on your taxes. (All students receive a discount on our branded skincare – [Euro Botanicals & Clinicals](#).) Product discounts is sometimes overlooked as a benefit of being an esthetician, but it can be huge!

7. **It Truly is Rewarding:** A career in esthetics is incredibly rewarding. You spend your time helping people look and feel their best – a true confidence booster! There is a real feeling of accomplishment when you're able to educate your clients about their skin. They feel and look great, and you feel great about the professional service you provide – it's a win-win!
8. **Connecting with Clients:** Your clients will trust you with their skin and over time you have the opportunity to forge great relationships. Estys are in a unique position to form connections with their clients, and as your clients see improvement in their skin, their trust and loyalty will grow. A strong client base will also allow you more flexibility and freedom in your career.
9. **Variety is the spice of esthetics:** No day is ever the same, so don't worry about getting stuck in a rut! Treatments and modalities change, and new approaches to skincare are always evolving. Each client is different, and their skin is continually changing so concerns will be different over time. Their preferences will change. All these variables mean your esty life will not be boring! You get to learn the most effective techniques for all different types of skin, as well as how to work with many different types of people.

Find out more about us! [Register for Open House](#), Thursday, November 10<sup>th</sup>, from 6:45-8:00 p.m. We'd love to meet you!