

A woman with long dark hair, wearing a black short-sleeved top and black high-waisted pants, stands in a spa treatment room. She is leaning on a white-covered treatment table. In the background, there are shelves with various skincare products and a window with blinds. The lighting is warm and soft.

# Changing the World One Face at a Time

Enthusiast to Esthetician: Choosing a Career in Esthetics

The Euro Institute of Skin Care  
We are the face of esthetics.

R o b i n L e e

Exploring the possibilities.

Discovering a passion for skincare.

Unleashing your inner artist.

Find out what it means to be an esthetician and  
whether this could be your new career journey.



by Robin Lee

The Euro Institute of Skin Care

10904 SE Petrovitsky Road Renton, WA 98055

(425) 255-8400

[www.euroinstituteofskincare.com](http://www.euroinstituteofskincare.com)

[admissions@euroinstitute.com](mailto:admissions@euroinstitute.com)

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# Introduction

It all began with a vision. . .

Annemarie Camenzind had a dream, which became a vision, which became 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 healing 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!

[Visit us](#) at [The Euro Institute of Skincare](#) to learn more.

# Skinvestigate: Why Becoming an Esthetician Could Be Your Best Decision This Year

Wondering what all the buzz is really all about in esthetics these days? Have you been tossing around the notion that maybe it's time for a new professional adventure? Well, 2024 just might be the year of the "esty" for you! A career in esthetics is a great choice for virtually anyone. Whether you're contemplating a big change after years in the same profession, fresh out of high school or college, and looking for a way to learn new skills that won't land you in a sea of debt, esthetics is an exciting, always changing, and growing industry focused on helping others. Read on for more reasons why 2024 might be your year to join the ranks of successful estys everywhere and change the world one face at a time!

1. *The demand for qualified estheticians just keeps growing.* More than ever before, people are making skincare a priority and specialized services like lash and brow treatments, express facials, body treatments, waxing and sugaring are in high demand. Social media and beauty influencers have made a huge impact on this trend. The U.S. Bureau of Labor Statistics predicts the job outlook for estheticians to grow more than 10% by 2030. Professionals who bring a wide range of skills to the table have even more career opportunities.

2. *Skincare is always in fashion.* The basis for any beauty trend starts with healthy, glowing, skin. Skincare is associated with total body wellness, and that equates to job security and opportunity for aspiring estheticians.

3. *It's the ultimate in flexibility and freedom.* You have complete control over how you craft your career. You can choose to work for someone else or yourself. You can work part or full time. There are so many options!

4. *Esthetics is a creative outlet for your expertise and imagination.* You'll use your skills and knowledge to customize skincare for your clients that addresses their unique skin conditions and needs. No doubt you'll come to rely on that creative spark when it comes to your clients' skincare challenges – and that's the fun part.

5. *You're always learning and growing.* 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 – skin care is always exciting and the more you learn the more you can earn!

6. *You can make your passion your mission.* Finding your own special niche in the skincare world feeds your personal passion and is very profitable. Specialized service opportunities continue to expand as clients are continually exposed to new trends and technologies through online searches and social media.

7. *You'll develop superpowers.* The power to help others feel amazing in the skin they're in. When you nourish the skin, you nourish the soul. You'll be helping your clients feel good, which builds confidence. And that's what we mean when we say estheticians are changing the world one face at a time!

It's easy to learn more – [contact us](#) for a catalog, more information on class schedules and requirements, or a tour of our classrooms and clinic floors.



# 7 Signs You're a Natural Esthetician (or Would Like to Be!)



We believe there are qualities that estheticians possess that will almost guarantee they'll be successful (and happy!) in their profession. We'd like to share 7 signs that may mean you're a natural esthetician. . .

1. **YOUR DESIRE TO HELP OTHERS COMES NATURALLY.** Estheticians have an innate desire to help others. Whether it's giving a great facial or diagnosing a skin concern and providing recommendations that help ease a client's worry or anxiety about just what to do or helping someone ease away the day's stress with a relaxing hand and arm massage - you're a rock star when it comes to helping others!

2. **YOU UNDERSTAND THE IMPORTANCE OF THE DETAILS.** From keeping good records and charting your client's skin homecare and treatments, remembering their likes and dislikes, product knowledge, providing a clean & sterilized workspace, and just being conscientious about everything you do - you're a natural esthetician!

3. **YOU'RE A (HOLISTIC) SCIENCE NERD.** If knowing and understanding what makes our bodies tick is one of your passions or learning why skincare ingredients do what they do and how, you may be a future esthetician! There's no end to the ways you can combine different sciences and holistic healing therapies (a Euro specialty!). For example: cosmetic chemistry, anatomy and biology, aromatherapy, psychodermatology (addressing the interaction of the mind and skin), Ayurveda and Chinese healing modalities, and new equipment technology.

4. **YOU LOVE TO BE HANDS-ON.** You don't want to just read about or watch it - you want to get in there and do it! That's a natural esthetician trait. You try out that DIY mask you read about online, you research the ingredients in your skincare products, and you don't take anything for granted - you get involved!

5. **YOU'RE PASSIONATE ABOUT SKINCARE.** You're the kind of person who willingly watches YouTube channels where pimples are getting extracted and cysts are lanced - and you're not squeamish! You're the one reminding your friends while enjoying a sunny beach day to reapply their sunscreen and handing them a hat. You research skincare products to help a friend deal with a persistent skin concern. You're passionate and committed and those are the qualities of a natural esthetician! Estheticians derive pride and satisfaction from knowing they are changing lives - one face at a time! Estheticians are lifelong beauty & wellness aficionados because they understand that beauty only begins skin deep and then goes way beyond!

6. **YOU'RE NOT AFRAID TO WORK, GROW AND SUCCEED.** Whether you work for yourself or someone else, you know what it takes to grow and succeed and you're not afraid to dig in and make it happen. Flexibility and freedom are yours too, which is another reason why if that is important to you, you're a natural for esthetics.

7. **YOU'RE A ONE-OF-A-KIND BOSS.** If you prefer to be the captain of your own ship, or you like the idea of running things instead of things running you, esthetics may be the perfect career choice. You are unique and your expertise is like no-one else. The gift you bring to your clients can only be delivered by you - and there are people out there who need you!

Estheticians are truly one of a kind and there is opportunity for everyone to bring their personal vision to life.



# 5 Things to Consider Before Pursuing Your Esthetics Training



Designing the perfect esthetic education experience is something you'll want to research carefully. Every student has different interests, objectives and learning styles. And while there are obvious factors to consider for all schools – such as location, length of training, and cost, - there are other things you'll want to consider to create an optimal educational experience. The following are 5 important elements we think you'll want to evaluate when making your school choice.

*1. Reputation.* Do your 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 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 demand with local area spa businesses. 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 to your success as an esthetician. 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? Do they work with a product line (we have our own [signature line of products](#), most of which are formulated by us.)? 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? ([Check out our instructor bio's](#))

*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. (Come visit us and check out our 2 separate clinic floors). [Schedule a tour](#) of the school facility and try a [spa treatment](#). Chat with your student esthetician. 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! (Check out our Open House dates and contact [Admissions](#) to reserve your seat).

*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.



## 5 Tips from a Professional Esthetician

Here's some valuable advice from a professional esthetician who created her own successful skin therapy business. Fauzia Morgan is a licensed esthetician who graduated from the Euro Institute of Skin Care. 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 what you're 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 at 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 excerpted from [Natural Healers](#) website)



# What Estheticians Wish They Knew Before They Became Estheticians

When considering a career in esthetics, you know how important it is to be sure it's the right fit for you before you take that big step. We tend to focus on the glamour and excitement (and there's plenty of both in this amazing industry!) but there will be times you'll be asking yourself just what you've got into!

Here's a sample of what esthetician reviewers said when asked:

*What is the one thing you wish you knew before becoming an esthetician?*

"I wish I had done more research on schools and what it takes to grow in the esthetics industry."

- "It's hard, but with practice it becomes second nature."
- "I wish I'd completed this certification sooner in my career."
- "I wish I knew how much I'd love it."
- "Wish I'd done more research in choosing schools."
- "It's not so easy to find a job at a salon or spa when you're just starting out."
- "How amazing and fun it is."
- "I wish I had known more about requirements like labs and lecture hours."
- "I wish I would have done it sooner."
- "I wish I'd known more about the business aspect of the industry. For example, it takes a long time to build up enough clientele to be self-supporting."

- “I wish I really knew how hard it was to build clientele, but I’m willing to do whatever I need to get my name out and get better at what I do.”
- “It’s a very competitive job market with many talented men and women in this field.”
- “That it’s better to have your own business.”
- “I would have researched schools more.”
- “Nothing.”
- “Develop a specialty that sets you apart.”
- “How rewarding it would be.”
- “That it definitely doesn’t come to you in a day or a few months. It takes time and dedication.”
- “That I would find my passion in skincare while I was earning my certification.”



# The Top 10 Esthetician Must-Knows

We agree with [Shelley Hancock](#), 37 year veteran in the esthetics industry – an effective way to stay on top of the myriad of new skincare trends and developments is by using these 10 tips as a guide to keep focused on what’s truly important for your clients. Read on to find out her top 10 esthetician must knows!

The world of skincare is constantly evolving, and as professionals in this exciting field, we have the privilege and responsibility to grow along with it. But even knowing that, it can be difficult to stay on top of all of the trends — it’s a lot to keep track of! Rather than trying to surf the ever-shifting waves of new skincare trends, it’s a better idea to operate by a tried and true list of tips to help keep yourself on top of things to ensure happy, radiant clients. This article will guide you through ten crucial tips that can help you excel in your career and provide the best possible care for your clients’ skin to help you stay on top of the wave, rather than getting swept up in the current.



*1. Get Good at Identifying Skin Types.* Understanding your client's skin type is akin to a pilot understanding the type of aircraft they're flying. Different skin types — whether dry, oily, combination, or sensitive — react differently to skincare products and treatments. Just as a pilot must navigate a plane correctly, you, as an esthetician, must navigate the unique landscape of your client's skin. But we're not trying to patronize you! Knowing skin types is part of your expertise as an esthetician. However, becoming truly adept at identifying your client's skin type as quickly and efficiently as possible is a surefire way not just to impress your client, but to design a skincare regimen or treatment plan that suits them with ease. Skincare trends may come and go, but skin types are forever.

*2. Stay Informed About the Latest Trends.* While we're generally advocating for standing by some unchanging rules to give yourself guidance, it is true that if you're not ahead, you're behind! While you don't have to bow to its every whim, the skincare industry is innovative and dynamic, with new trends, treatments, and products emerging constantly. To stay relevant and meet your clients' needs, make it a habit to stay informed about the latest industry happenings. There's nothing worse than being asked about a cutting-edge new treatment by a client that you've never heard of before! Read up on new skincare ingredients, innovative treatments, and the latest research in the field. Knowledge is power! Being well-informed not only equips you to offer your clients the best skincare advice but also establishes you as an authoritative and reliable resource in the world of esthetics... and it enables you to have the best possible equipment on hand. Your competitors may have your standard menu of facials. But your clients will come to you and you alone if you stay on top of trends and treatment.

*3. Master the Art of Consultation.* Communication is key in any relationship, and the relationship between an esthetician and client is no exception. Mastering the art of consultation involves truly listening to your clients' concerns, offering professional advice, and collaboratively developing a skincare routine that they feel comfortable with. Every client is unique with their own set of expectations and goals for their skin.

Ensure that they feel heard, understood, and respected in each interaction. Be honest about what they can expect from the skincare routine or treatment you suggest and be sure to emphasize the importance of maintaining a consistent skincare routine outside of your treatments!

No matter how talented you are, if your clients leave your office and don't so much as wash their face until the next time they see you, they aren't going to get the wow-worthy results they're after. So be sure to maintain an open line of communication with your clients so they understand that skincare is a multifaceted journey that requires not just your expert care, but their participation to thrive. Good communication will not only make your clients feel valued, but it will also build trust and foster a long-lasting professional relationship.

*4. Emphasize the Importance of Regular Skincare.* A daily skincare routine is a foundational element of maintaining healthy-looking skin. As estheticians, we're in a prime position to educate clients on the importance of consistency when it comes to skincare. Each step, from cleansing and toning to moisturizing and applying sunscreen, plays a crucial part in supporting the skin's overall wellness.

Remind your clients that their skin's wellness journey is a marathon, not a sprint — consistency is key. Your value to them is not only in the treatments you provide in your sessions, but in the recommendations you're able to make to help them with their overall skincare regimen. The better understanding they have of how both targeted treatments and consistent product use can improve their skin, the better you'll be able to work together to get the results you both want!

*5. Invest in High-Quality Products and Equipment.* Investing in high-quality skincare products and advanced equipment can set you apart as an esthetician. These tools help to support your client's skincare goals and enhance their overall experience. For example, employing advanced LED equipment in your practice shows your commitment to offering cutting-edge skin wellness support. Remember to discuss why you're using certain products or equipment with your clients. Explain how these items contribute to a better skin wellness journey. Whether it's the soothing feel of a high-quality cleanser or the potential skin-boosting properties of red and green LED lights, communicating these details helps to build your client's confidence in your services.

*6. Nurture Your Professional Network.* Networking isn't just for corporate types! It's also crucial in the aesthetics world. By connecting with other professionals, you can learn from their experiences, gain new insights, and stay informed about the latest industry trends. Furthermore, having a strong network can help you when you need to refer a client to another specialist.



Joining professional associations, attending conferences, and participating in online forums are all excellent ways to broaden your network. It's the shared knowledge and collective wisdom that helps us all grow and provide the best care possible for our clients.

*7. Promote Skin-Friendly Lifestyle Choices.* Skin wellness is deeply connected to our lifestyle choices. Encourage your clients to adopt habits that support their skincare journey. This might include staying hydrated, getting adequate sleep, and maintaining a balanced diet rich in fruits, vegetables, and lean proteins.

*8. Be Mindful of Underlying Conditions.* Not all complexion concerns can be solved with skincare products. While you may be able to recommend the perfect product to help get breakouts under control, it might not make much of a difference if your client's breakouts are connected to hormones from puberty, menstrual cycles, PCOS, or even menopause.

Certain skin conditions may require medical treatment to address, so it's important to be aware of this and know when to refer a client to a doctor or board-certified dermatologist. As an esthetician, understanding these shifts is essential to offer the most effective guidance to your clients.

*9. Prioritize Client Education.* One of the greatest services we can offer our clients as estheticians is the gift of knowledge. Empowered clients, who understand the "why" behind their skincare routine or treatment plan, are more likely to maintain consistency, which is crucial for achieving their skin wellness goals.

*10. Continuously Develop Your Skills.* New research emerges, innovative treatments are developed, and fresh trends surface regularly — as practitioners, it's crucial that we evolve with the times and commit to lifelong learning. Whether it's attending workshops, acquiring new certifications, or simply keeping abreast of the latest research in skin science, continuous professional development not only improves the quality of your services but also increases your clients' trust in your expertise. It demonstrates your dedication to your craft and your commitment to offering the best possible care to your clients.

### **Put It All Together for Skincare Success!**

With these ten comprehensive tips, you're now armed with valuable insights to super charge your practice and meet your clients' skin wellness needs more effectively.

Now get ready to change the world!

# Still skinterested?

Talk to us! Our holistically designed program will help you gain a solid foundation as a skincare professional so you can provide individualized care for clients based on their skin type, conditions, and concerns. We believe our curriculum is the perfect blend of foundational skills, holistic health principles, and current esthetic trends – seasoned with a huge dose of love for what we do and a ton of fun.

[Contact us to explore more](#), visit us, attend an Open House, or apply!

This is the face of esthetics - are you ready to take your seat?

