



IF YOU'RE CONSIDERING BECOMING AN
ESTHETICIAN-HERE ARE 7 QUESTIONS YOU
SHOULD ASK & 10 REASONS WHY YOU'RE MEANT
TO BE ONE!

Estheticians are truly one of a kind!
If you read this and feel like it resonates
[please come talk to us!](#)

An esthetics career brings opportunities every day for you to make a difference in people's lives – helping them become the most beautiful version of themselves.

Aesthetics

The Euro Institute of Skin Care, Renton, WA

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How would you like to go to work every day and help others look and feel beautiful? As an esthetician, you not only help repair and rejuvenate your clients' skin – but their self-esteem and confidence! Your skills and knowledge will educate people on how to care for the largest organ in their body – their skin!

We're assuming you're considering a career in esthetics and are probably looking at possible options if you're reading this ebook. Here are some things to consider. . .

Maybe changing careers has been a dream of yours for a while. You've been looking for something that will provide you with opportunity and growth – and will give you the freedom and ability to use a variety of skill sets. And naturally, you're looking for growth potential in the industry. If that's you – esthetics might be just be a good fit.

If you're considering enrolling in esthetics training, we'd like to offer you a few tips to make your search easier.

First: Define Your School Priority List

Before you begin comparing schools, you should consider your personal priorities for choosing an esthetics school and write down what's most important to you. Consider things like:

- Does the school need to be near public transportation?
- How close do you want it to be to your home or job?
- What programs are you interested in? Do you have interest in advanced training?
- What is the student/instructor ratio?
- What kind of technology does the school offer – and is there an opportunity for lots of hands on learning. Will you be able to work one on one with actual clients?
- Are there a variety of class schedules to accommodate your work and family schedules?

Use these questions – and come up with your own - to make a list of what is most important to you. They'll help you evaluate different schools, both online and in person.

Next: Tour the Schools Online and in Person

Many of your questions can be answered by [checking out the school website](#). Read through the site information and contact the school admissions to set up a tour of the facilities. It's imperative to make an on-site visit to the esthetician school. Do you like the atmosphere? Do the teachers impress you? Talk to students while you're there and ask what they think (away from teachers or admissions counselors). Some schools have an [open house](#) or free workshops so you can get a feel for skincare in general and the atmosphere at the school.

Other questions to consider:

What skills and techniques are taught in the training programs?

What are the qualifications and experience levels of your instructors?

What is your absentee or leave of absence policy after classes start?

What financing options and payments are accepted?

What are your school's graduation and job placement rates?

Do you offer test preparation materials to help your students study for the state licensing exam?

Do you offer any job assistance to your graduates when they complete their studies?

What different types of esthetics work will I be qualified for with my new training?

Doing some research means you'll make the best choice based on your priorities and choose the training program that fits your needs, at a time that works for you.

Becoming an esthetician can be a rewarding and lucrative career. The esthetician's core skills include giving facials, body treatments, and performing waxing and tinting. (see: *What Will I Learn* – below). Advanced training is available as well.



An esthetics license can also give you a good foundation for other career opportunities, like make-up artist, salesperson, manufacturer's rep, beauty writer/blogger, or public relations rep specializing in skincare.

Esthetics training is an investment of time, energy, and money. It's a lot of work! Requirements vary from state to state, but the majority of states require that you complete 600 to 1,000 hours of training. Full-time school can take four to six months to complete (the Euro program is 6 months), and part-time classes take from 9 to 12 months. The primary purpose of esthetics training is to get you ready to pass the state licensing exam.

Talk to other estheticians and ask them about the realities of the workplace: market demand, starting salaries, stress levels, and what the best and worst parts of the job are. Call the owners or spa directors at spas where you would like to work and tell them that you're considering going to esthetician school. Find out if they hire newbie estheticians.

Estheticians can expect faster than average job growth all the way through 2024!

The good news is that the Bureau of Labor Statistics reports that there are over 55,000 jobs out there currently, and the field is expected to grow at a rate of 12% a year. Bear in mind these are estimates only.

When you're ready to land that first job, a few things can help bring you to the front of the pack:

- Be highly motivated to learn everything you can and develop good sanitation habits.
- Work on your facial and massage techniques and develop good timing while you're in school.
- It helps to have excellent people skills and develop product sales techniques that highlight your knowledge and ability to educate clients.



What will I learn?

One of the most rewarding aspects of training at The Euro Institute is that ***you work with clients on a regular basis***. Your training will include the most common skin therapies including, chemical peels, exfoliation, waxing, facials and microdermabrasion. [Contact the Euro for a complete course listing!](#) Here's a partial list. . .

- Anatomy & Physiology
- Body Treatments, Wraps, Aromatherapy
- Creating Facial Masks
- Exfoliation Methods (Chemical Peels, Microdermabrasion)
- Common Skin Conditions & Disorders
- Cosmetic Sciences, Chemistry & Structure
- Facials, Cleansing, Toning & Facial Massage
- Hair Removal (Waxing & Sugaring)
- Brow & lash tinting, lash lifts, lash extensions, makeup techniques
- Marketing & Sales
- Safety, Sanitation & Sterilization
- Salon Management
- Skincare product knowledge from our own branded product line
- Needling Procedures
- Oncology Skin Care (working with cancer patients)
- Machines: LED, microdermabrasion, Light Stim procedures, Ultrasound, and more

Why You Were Meant to Be an Esthetician!



The following are some of the wonderful reasons our students become estheticians – and maybe why you were meant to be one!

1. *You love helping others.*

Estheticians have a knack for engaging with people. From skin diagnosing, facials, peels, or just a soothing hand and arm massage, estheticians are

good at helping other people.

2. *You're detail oriented.*

Attention to detail is super important for estheticians. Things like remembering your client's product sensitivities, filling out homecare forms, sterilizing your equipment and making sure your treatment room is perfectly equipped. If you're conscientious and love the details - maybe you should be an esthetician!

3. *You love science.*

If understanding the who, what, and why of what makes us tick perks your interest, you may be a future esthetician! There's no better way to be a "scientist" – studying cosmetic chemistry, the effects of products on the skin, and anatomy when working the muscular and skeletal system with massage techniques.

4. *You're a beauty and skincare junkie.*

Are you a sucker for a new skincare product? Estheticians recognize that great skin takes work and sometimes trial and error. They love trying new products! You're the one who's always got sunscreen in your bag, and never goes to bed with your makeup still on.

5. *You love hands on.*

You want to get in there and do it! Estheticians love to get their hands dirty. Whether that means whipping up a DIY mask in your kitchen or researching ingredients in that new skincare product you just bought, estheticians get involved!

6. *You have compassion and patience in abundance.*

Patience is a virtue for a reason – lots of us don't have much of it! If you're able to show compassion and patience to your clients when they don't follow through, or they

complain – or when you experience any of the many challenges that come with working with the public, you may just have what it takes to be an esthetician!

7. You are passionate.

Everyone's relaxing by the pool, but you're checking to see if they've applied sunscreen. You ask your friend with blemish prone skin if she's thought about how taking care of her skin starts on the inside. With that level of dedication, you're meant to be an esthetician. There's a big reward from knowing you're changing lives for the better, one facial at a time.

8. You have a great work ethic.

If running a side hustle on the weekend is more your style than leisure time, you might enjoy being an esthetician. Estheticians are often on when many of us are off. If the idea of a Monday off (no lines, anywhere!) sounds enticing, becoming an esto is for you!

9. You're not squeamish.

We've seen Dr. Pimple Popper on TV, and YouTube videos of erupting cysts. Let's agree it takes a certain kind of person to sit through them, never mind actually participate. If you prefer a front row seat while everyone else is headed for the restroom, you may have what it takes to be an esthetician.

10. You're a boss.

If you love being in charge than being charged, you should look into being an esthetician! Running your own business is challenging, but if you value your freedom, want to set your own hours and work schedule, and design your own treatments – becoming an entrepreneur could be your very own Nirvana.

Becoming an esthetician is a truly unique career. The field is constantly changing, and new treatments and techniques are continually developing. There is a world of room to diversify and create your own special niche doing what you love. And there is an opportunity to make a real difference in the lives of others, as well as your own. What do you think?

Find out more about the Euro Institute of Skin Care – visit us, book a tour or come to an Open House! Contact us at admissions@euroinstitute.com or call 425-255-8400 to speak with our Admissions Director. Check out our class offerings at www.euroinstituteofskincare.com and get a catalog!

We look forward to meeting you!

