



# Top Tips for Aspiring Estheticians

and how esthetics could be your key to a better financial future

Robin Lee

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# Introduction

Annemarie Camenzind had 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.



# Introduction

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!



# 5 Things to Consider When Choosing Your 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 aspects you 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? 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 with 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.

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!

# 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!



# The Five Education Mistakes Aspiring Estheticians Often Make

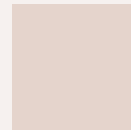
Education is an integral part of any esthetician's career. The esthetics industry is always evolving, and it is critical that we stay on top of new trends, treatment modalities and research. Clients are inundated with information from many sources including social media, magazines, infomercials, and 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.



**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 Reasons Why Pursuing Esthetics Could Transform Your Financial Future

In today's uncertain economy, many people are searching for careers that provide not only stability but also the potential for growth and satisfaction. A career as an esthetician offers remarkable benefits that can seriously improve your financial situation. With a blend of creativity, personal interaction, and business acumen, this path can be both rewarding and lucrative.

Let's look at five key reasons to consider becoming an esthetician.

**1. High Demand for Esthetics Professionals.** The beauty industry continues to thrive, even during economic downturns. According to the Bureau of Labor Statistics, employment for skincare specialists, including estheticians, is expected to grow by 17% from 2021 to 2031, much faster than the average for all occupations. This growth comes as more individuals prioritize self-care and wellbeing. The increasing focus on skincare treatments and wellness indicates that a qualified esthetician will always find job opportunities, no matter the economic climate. Having an esthetician license allows you to work in various environments, from upscale salons and spas to medical offices, or even launch your own practice. With such versatility, you can choose an atmosphere that aligns with your lifestyle and preferences, thus enhancing job satisfaction.

**2. Flexibility and Work-Life Balance.** One of the biggest draws of being an esthetician is the flexibility it provides. Many professionals in this field can create their own schedules, which can greatly improve work-life balance. This flexibility is crucial for those balancing family, education, or other responsibilities. For example, an esthetician working part-time can easily fit client appointments around school schedules or family events.

This control over your work hours makes esthetics appealing to a variety of individuals. Moreover, some estheticians choose to work as freelancers, taking clients at convenient times. This independence leads to a fulfilling career that can fit seamlessly into your life.

**3. Earnings Potential and Tips.** At the start of your career, you might earn a modest salary, but as you gain experience, the potential for income growth is significant. According to industry data, estheticians can earn between \$40,000 to \$70,000 annually, (conservative estimate) depending on location and experience.

Additionally, tips can substantially enhance income. Many clients show their appreciation for great service through tips that can equal or exceed an esthetician's base pay. In busy salons, it's common for tips to double or even triple a practitioner's controlled income. Furthermore, estheticians can increase their earnings by providing specialized services such as chemical peels, herbal treatments, or advanced makeup techniques. Offering a range of services can attract more clients and maximize earning potential.

**4. Opportunities for Specialization and Growth.** The esthetics field is full of chances to specialize. Whether you want to focus on advanced skincare treatments, makeup artistry, or holistic therapies, there are numerous paths to take. Continuing education is often emphasized in esthetics, such as attending workshops and obtaining certifications.

Staying updated on the latest trends helps estheticians attract clients looking for specific services. For example, an esthetician who completes training in microblading can tap into the \$1.4 billion brow market, significantly boosting their client base and earnings. By becoming an expert in niche areas, estheticians can enhance their professional reputation and secure a loyal customer base, ultimately leading to better financial stability.

**5. Building Client Relationships and Repeat Business.** Being an esthetician involves more than administering beauty treatments; it's about fostering strong relationships with clients. Effective estheticians know the value of personalized service and how it can generate repeat business. Transforming a one-time client into a loyal customer can provide a reliable income stream.

For instance, clients who receive personalized skin care advice and follow-up treatments often return for ongoing services. Building a robust clientele can provide financial security, especially in uncertain economic times. Moreover, satisfied clients often share their experiences through word-of-mouth referrals, boosting an esthetician's reputation and attracting new business. A happy client is more likely to recommend friends and family, generating additional revenue and creating a strong community around your services.

A career as an esthetician offers not just a way to earn a living, but also a chance for personal growth and fulfillment. With a thriving job market, flexible schedules, and opportunities for specialization, becoming an esthetician can dramatically change your financial future.

As conventional job markets fluctuate, the beauty industry remains resilient, making now the perfect time to explore this rewarding career path. Consider the opportunities in esthetics today, and take the first step towards transforming your financial future.

Take the first step - find out more! [Contact Admissions](#) for information and to schedule a visit to meet us!





**We hope you enjoyed our tips!**

Ready to find out more about how sharing your passion for all things skin can power you into a new career in esthetics?

For more information or to schedule a tour please call: (425) 255.8400

The Euro Institute of Skincare  
10904 SE Petrovitsky Rd  
Renton, WA 98055  
425-255-8400

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