

Starting with a Clean Slate

CANDACE NOONAN

Director of Education, DermaConcepts/Environ Skin Care
www.dermaconcepts.com



e had to think outside the box in terms of not only how we ourselves are dealing with stress, but also how we can help our customers deal with it. Instead of finding ourselves in a place

of competition, we found ourselves in a place of support as an industry, which I think was really beautiful to see. We all banded together; we all helped each other. If somebody had a client who needed to buy a product and they didn't have it on hand, people were reaching out to each other and saying, 'Hey, do you have this moisturizer in your stock that I can buy from you to give to my clients?' There was such an amazing camaraderie. I really enjoyed that.

"I also really appreciated how people took the time to really research and study their craft. That is proven in the attendance to my virtual trainings. It was amazing that people in the industry took the time to re-educate themselves, because under normal circumstances, they're so busy that getting to the trainings is really challenging. We all sort of wiped the slate clean, cleared out all the clutter and really asked what was important, I suppose. A lot of our stockers took the time to really develop those business tasks, develop a training program, develop a new menu or redo their website; they didn't have the opportunity or time to do those things previously. It was a good opportunity for people to start with a fresh, clean slate. And now, as the world is opening up and states are getting busier, I feel that the foundation that they were able to lay down during the pandemic is going to serve them well as the business starts to develop and grow again."



CANDACE NOONAN is a licensed aesthetician and master trainer for DermaConcepts, exclusive distributor of Environ Skin Care in the U.S., and hosts advanced trainings on this pharmaceutical-grade line. She holds certificates for internationally recognized programs—including Advanced Skin Analysis, Dermal Needling and Oncology Esthetics—and is a proficient public speaker at medical and skin care conferences throughout the U.S.