



forging ahead

Moving on from traditional
aesthetic practices to becoming
an industry educator

by Cathy Wainwright, licensed aesthetician



If a skin care professional enjoys working with clients one-on-one but feels the unsettled desire to reach more people or wants to provide their field of expertise to many people at a time, it may be time to embrace their critical thinking skills and start articulating their ideas in front of a room of aesthetic professionals or soon-to-be professionals. Perhaps it is time to spread their wings and work towards becoming an aesthetic instructor or brand educator.

EMBRACING EDUCATION

On the road to becoming a professional educator, reflect on and apply every situation where a valuable skill or life lesson was learned. After a period of two years working in the field of aesthetics, professionals will most likely have solid experience in providing treatments, working with the public, and relating to a boss and co-workers. If they have attended every tradeshow and at least six post-secondary education courses about skin care, professional protocols, or anatomy, physiology, health, nutrition, business, and marketing, maybe it is time to branch out.

If practitioners have not participated in such continuing education opportunities in the past, they should begin to attend trade-shows, classes, and seminars now.

Attend everything with networking in mind. Forging relationships with other professionals and brands will always build credibility. It is imperative to be truthful. Being genuinely interested in the full circle benefit of building relationships will pay off in every area of life. By building bridges to one another, professionals discover how to be a trusted educator and knowledgeable resource for all in the aesthetics industry.

Attend every event related to the industry. Be the aesthetician that sees the value and long-term benefits of investing in classes and trade-shows. Fly out of the gate and embrace every opportunity. By investing in themselves, professionals' payoffs can be boundless.

SCHOOL SKILLS

If looking for a daily routine, having weekends off, and enjoying the company of students new to the field of aesthetics, becoming a school instructor may be a good fit. Working in an aesthetic school is also consistent with a formatted curriculum that follows students' textbook and a designated lesson plan. Individuals will not have to come up with their own curriculum and presentations. Everything will be provided for them. Being an aesthetic school instructor will give great satisfaction as students complete the course, graduate, and

become licensed working professionals. It is gratifying to experience a continuous loop of graduating students. Many aesthetic programs offer a teacher training course at varying lengths depending on a state's licensure requirements. Aesthetician instructor courses are typically between 250 to 1,000 hours. Many schools also require at least two years of work experience as a licensed aesthetician. In some cases, licensed provisional instructor opportunities are available. Each school will provide a detailed course description for being an aesthetic school instructor.

A good teacher is always an excellent student. Being an active listener is a great skill to master because listening leads to absorbing, furthering their knowledge, and retaining the ability to keep an open mind.

BRAND BASED

If a skin care professional's goal is to become a professional brand educator, there are many resources available. Even with a college degree, professionals will still require public speaking skills. In lieu of acting and voice lessons, join a local toastmaster group. Toastmaster groups meet weekly and among the many skills learned, voice projection is a key walkaway. Understanding the dynamics of delivering what must





Subscribe wherever
you listen to podcasts!

the aesthetic report

Eavesdrop on the
industry every
month with
The Aesthetic
Report,
a podcast by
DERMASCOPE.
Join us this month



be said will ensure that professionals hold the interest and attention of attendees in the classroom. When at a loss for something to say, simply pause. Do not fall into the habit of saying, “ah,” “um,” and “like.” Clear the throat prior to teaching a class, not during it.

The road to becoming a professional educator can be built on each step already taken in becoming a licensed working aesthetician. Professionals can think back to their own classroom time during their school days. Reflect on the teachers and professors that were engaging because they obviously mastered a great delivery style.

If professionals have been in recent classroom situations as the student, they can analyze the instructor. If they have a critical mindset when listening to the presenter’s content, they will be able to determine whether teaching on a formal level is right for them. Is the presenter delivering the material in an easy-to-

understand way? What is jumping out as key points?

Recall every seminar or post-secondary class. What made the speaker’s words come alive? Which political and public figures have given riveting speeches? Is there an actor in a movie that delivered a potent soliloquy? Is there a pastor or a rabbi that really knows how to get his point across? Take pieces from all the great speakers. In time, professionals will develop their own unique style.

PROJECT PRESENTATION

Becoming an educator will require an individual to put together a strong presentation. It is critical to know who the audience is when formatting the presentation. In time, professionals can master presenting to a varied group of individuals.

The use of humor and relatable personal stories adds flavor. It is also beneficial to always frame statements

the esty exclusive

DERMASCOPE's Esty Exclusive e-newsletter is the perfect place to get the latest and greatest articles, webinars, giveaways, announcements, and more all in one place – your inbox. Whether you are looking to brush up on new trends, seeking spa business tips from the professionals who know it best, or looking to score some fresh loot, the Esty Exclusive has your back. Never miss the chance for FREE continuing education from the authority on professional skin care.

Visit [DERMASCOPE.com/enewsletter](https://www.dermascope.com/enewsletter) to sign up today.



in a positive light. Never put another educator or product line in a poor light. Speaking poorly of other people or products has a negative impact and can take away from the overall message. Lifting others up and focusing on positive attributes is always a good idea.

The product line being promoted may have presentations in place for professionals to embellish. If not, when creating the presentation, use the company's stock literature and training manual. It is imperative that the words chosen in the presentation match the company's product descriptions. Observe every video and webinar the company has in place and use one-sentence nuggets from what is already provided.

Organize content for flow. For example, if starting out with an overview of the layers of skin, segue into necessary cosmetic ingredients that target a distinct function of the epidermis. If weak in a particular area of the presentation, cover it lightly.

As professionals immerse themselves in learning the subject matter of the presentation thoroughly, they will master the weaker areas organically. Focus on the parts of the presentation that are most familiar.

Addressing critical thinking skills in relation to a particular line will assist in becoming an excellent educator. Take emotion out of the equation and discern why the line or lines are being used in the treatment room. Provide solid reasons why the product line is top tier. Think about specific results on clients' skin. Has the line caused minimal bad reactions? Do clients have a good impression of the line? Is the aroma or lack of a scent a positive? Are the professional's beliefs in agreement with the company's ethos? Are they certain where the line is manufactured? Does the skin care line offer reliable education and support? How are their product manuals organized? What is the team that works for the brand like? Do not fall prey to working with a brand



“THE ROAD TO BECOMING A PROFESSIONAL EDUCATOR CAN BE BUILT ON EACH STEP ALREADY TAKEN IN BECOMING A LICENSED WORKING AESTHETICIAN.”

because the salesperson knows how to sell but knows very little about the structure and function of skin. Professionals should look closely at the reasons they chose to work with the brand that they are a part of.

Networking

Once professionals have decided to actively pursue the next step in becoming a brand educator, ask other educators how they

got started. They can seek out one or two people that they have a good rapport with. Professionals can ask to meet them for coffee, invite them to lunch, and if they are still actively employed in a spa, invite the educators for a complimentary facial treatment. They can experience how the professional treats clients and their treatment style. Attend every event related to the industry that is possible. Be pro-active.

Make it a habit to listen to relevant Ted Talks and watch skin cell, anatomy and physiology, and histology videos for one hour a week. Time management is key once a professional becomes an educator. Spend 20 minutes to an hour each week organizing every workday.

TIME MANAGEMENT

To balance multiple professional roles, it is helpful on a daily basis to create blocks of time and delegate each task to a block. Organize according to each day's crucial tasks. Be flexible with not so crucial activities. Plan the most difficult or time-consuming tasks first, so they are a satisfactory boost to check off when they are completed. Taking a moment to acknowledge each accomplished task is essential.

It is a wise choice to be present at each time block so that professionals can give their full attention to each task. For instance, if it is Tuesday and a professional has to write an article for their monthly newsletter, but they also have to prepare for a two-hour class for Saturday afternoon, check off the time block number as soon as newsletter article writing is completed. Move on to block number two with a clear head so that the preparation for the class is efficient and does not get muddled. Get as much done in the period of time that has been allotted for that day.

Professionals should give themselves positive reinforcement. It is an age-old adage that what is paid attention to expands. So, pay attention to affirming each positive accomplishment. The tasks were not completed in a day are added to the first to-do slot for the following day. Do not obsess over unfinished tasks. On those days when there are not enough hours in the day, be grateful for breathing and ability to juggle the workload. Imagine not having dreams, vision, and goals. Sometimes it is the pauses between



Feeling ghosted by your current insurance plan?



Aesthetics International Association (AIA) has partnered with PPIB to offer its members customizable insurance plans at group rates.

Whether clients are looking for traditional services or cutting edge treatments, PPIB has got AIA Members covered.

**To learn more about
becoming an AIA member,
visit at dermascope.com/aia.**



accomplishments that bring the greatest satisfaction. Remember to take a day or two off. Leisure time is important. Rest and relaxation encourage expansion. Do not let the brain get clogged and overworked.

Challenges always present themselves when professionals choose to grow. It can be challenging to give up the day-to-day routine of working on clients and the lunchroom chats with colleagues. By staying in the safety zone of what professionals are accustomed to, they prevent the vision for themselves from coming into fruition. When they are no longer giving treatments to former clients, going through a growth curve, and feeling overwhelmed with the new rhythm of being an educator, they should never give up. Embrace the unknown.

Taking one day at a time and breaking the tasks into bite-sized pieces is a life strategy that will benefit in many ways. Professionals should write out their visions for

themselves. List the reasons for changing direction in their career path. If professionals want to transition from being an aesthetician to a school instructor or brand educator, they should spread their wings and overcome the storms in their way – the wind will shift to meet them in new and rewarding ways. **✦**



Cathy Wainwright's lifelong endeavor has been skin care and aesthetic balance. She has been tweezing eyebrows and teaching makeup and product application since her formative school years.

As a versatile professional, Wainwright has been enmeshed in the study of skin, aesthetics, business building and cosmetic chemistry. She has owned a skin care studio and day spa and has worked alongside plastic surgeons, dermatologists, aesthetic nurses, and a host of top aestheticians for over 40 years. She believes in digging deep, past the superficial layer to ask what if. Additionally, Wainwright is also a DERMASCOPE Ambassador.