

skin STOPWATCH



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HIGH TECH ANTI-AGING TREATMENTS

MANY OF US HAVE LONG DREAMED OF STOPPING THE clock on aging and keeping our fresh, youthful looks forever! Well, no one can honestly promise us that our looks will last “forever,” but modern technology allows men and women to fight the signs of aging without having to go under the

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knife. This is great news for those of us in the beauty business, because in most states estheticians, cosmetologists and cosmetic laser technicians can perform procedures that provide dramatic results without the hassle and recovery time associated with surgical procedures. These treatments utilize different laser wavelengths, light pulses and heat energy to offer proactive and reactive anti-aging treatments for clients of all ages.

Some of these treatments provide immediate results, while others will reveal results over a period of time. In addition, many high-tech treatments require more than one visit to achieve the best results. This is a great way to build relationships with sporadic clients who now have an extra incentive to become regular customers. This article highlights some of the top treatments that can help your clients achieve the younger-looking skin they desire, and outlines some creative ways to market these procedures.

Fractional laser skin rejuvenation

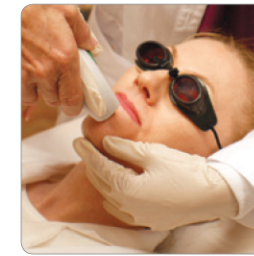


Fractional skin rejuvenation is a great procedure that effectively reduces the appearance of wrinkles, stretch marks, acne scars and age spots. A fractional laser uses a standard beam of laser light that is split into thousands of tiny microbeams. The microbeams stimulate collagen growth in the dermis and improve skin texture without harming the skin’s superficial layer. This can be used to treat skin anywhere on the body. As this is a non-ablative

photos courtesy of the National Laser Institute

treatment, clients can return to work immediately following the procedure. Typically, three to five treatments are needed to achieve the best results.

IPL Photofacial



The Intense Pulsed Light (IPL) Photofacial has become one of the most sought-after rejuvenation treatments in the skin care industry. This light-based treatment can address a wide variety of skin problems, including fine lines and age spots. Photofacials work by using an IPL

device that emits a series of light beams that penetrate the skin at the deepest level, targeting unwanted skin pigmentation and stimulating collagen production to improve skin tone and texture. The procedure is non-invasive, and requires virtually no downtime. This treatment is not as strong as the Fractional Laser, but it still provides amazing results. Similar to many laser treatments, three to five treatments are required to get the best results using IPL.

Radiofrequency skin tightening



No longer does a client have to seek out a surgeon to get a “lift” in order to address the problem of sagging skin. There are noninvasive high-tech modalities that offer quick and effective solutions for sagging skin anywhere on the body. One of the most talked about procedures

involves harnessing radiofrequency energy for esthetic procedures. Radiofrequency skin tightening is a procedure that sends heat into the dermal layer of the skin while the superficial layer remains protected. This treatment is effective because the controlled heat causes the skin’s tissue to retract while stimulating the production of new collagen. This is a great option for clients seeking a more youthful appearance. It offers noticeable skin tightening with no downtime following the procedure. Some of the newest skin rejuvenation devices combine both laser and radiofrequency to achieve desired results.

Spider vein reduction

Recent surveys show that spider veins are a problem for more than 75 percent of women and 40 percent of men. Treatments using laser, Intense Pulsed Light (IPL) and heat energy are all options for treatment. Light-based treatments work by emitting a special wavelength of light that is only absorbed by the damaged blood vessels. The heat seals off the vein from the body’s circulation and makes it inactive. Shortly after, the vein’s appearance begins to fade, and the body naturally absorbs it.

Treatments using heat energy deliver a regulated high frequency current to the blood vessel, without affecting the skin’s outer layers. The electric energy from the probe is converted into heat, which solidifies the blood in the damaged vessel and collapses the vessel wall. The collapsed vessel is then naturally removed by the body.

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Offering and marketing high-tech anti-aging treatments

In most states, esthetic professionals are not required to have a medical background to perform many of the popular high-tech anti-aging treatments. Comprehensive education and training are beneficial to understanding the proper techniques and safety protocols associated with these procedures. Completing a medical esthetics course is a much shorter process than becoming a licensed esthetician or cosmetologist. Regulations vary by state, but the industry-accepted standard in medical esthetics education is 15 days of combined classroom and clinical hands-on education.

Once you have received the training needed to perform these treatments, the next step is getting the word out! This is where creative marketing comes into play. There are ways to promote your services that don’t rely on traditional advertising and won’t break the bank.

Marketing technique #1: Facebook contests and messaging

The first step in Facebook marketing is to create a Facebook page. A Facebook page is different from your personal Facebook profile. Pages allow you to create a professional public presence on the site as a local business, company, organization or brand. Pages can be viewed by anyone, and users can “like” your page in order to receive your news feed and interact with you on Facebook. To encourage more Facebook users to “like” your page, post useful content, including beauty and skin care facts, and links to interesting blogs and articles. Your Facebook page can become your clients go-to site for skin care advice and anti-aging trends. It is also a great place to announce deals and promotions, and hold contests for free or discounted treatments. A quick Google search can turn up some great ideas for Facebook contests and instructions on how to implement them on your page.

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BY LOUIS SILBERMAN

You can demonstrate the feel and anti-aging effects of a treatment on a small area to show your client how it will benefit their own skin.

Marketing technique #2: Open house/happy skin hour

For this marketing technique, take a look at how some successful network-marketing companies have built their brands—with social gatherings! Hosting an “open house” or a “meet and greet” event at your spa is a great way to introduce new clients to your services. Provide a festive atmosphere and plenty of food and drink for your guests to enjoy. Invite current clients and encourage them to bring friends. After you have given your guests a chance to mix and mingle with the spa staff, give a presentation on your new offerings. Be sure to include a live demonstration of one of the treatments.

Marketing technique #3: special occasion deals

To introduce clients to a new procedure, offer them free mini-treatments in honor of a special day. This can be a holiday, the anniversary of your business or even the first day of a new season. You can demonstrate the feel and anti-aging effects of a treatment on a small area to show your client how it will benefit their own skin.

While the Fountain of Youth may be a myth, procedures utilizing the latest technology are capable of turning back the clock and providing men and women with the younger-looking skin they want. With proper education, these procedures are simple to perform and produce noticeable results. It is an exciting time to be in the beauty industry. The development of new procedures and technologies provide you with an amazing opportunity to grow your business, build stronger client relationships and expand your earning potential. ■

Louis Silberman is president of National Laser Institute, a leading school specializing in cosmetic laser education. An expert in medical esthetics, Silberman developed the most highly respected laser training programs in North America. For more information, visit www.nlionline.com or call 800.982.6817.



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ICES Philadelphia 2012 Class Schedule

Sunday Oct. 28, 2:00 p.m. Room 115 C

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Sunday Oct. 28, 3:30 p.m. Room Room 115 C

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Monday Oct. 29, 2:00 p.m. Room 115 C

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