

Skin Care Professionion

Fact sheet



Skin Care is a Growing Industry

- The world skin care market had sales of \$65.7 billion in 2007, up 40 percent from 2002 (and up 7 percent from 2006). Skin care grew faster than the \$291 billion cosmetics and toiletries category. Leading this growth was men's skin care, growing from \$746 million in 2002 to \$1.5 billion in 2007.ⁱ
- Antiaging products are driving world-wide growth in skin care, with an 80 percent value increase between 2002 and 2006. Skin care regimes are moving beyond the face, with manufacturers extending facial care brands into products targeting the body.ⁱⁱ
- Americans spent \$14 billion in 2006 to rejuvenate their faces, according to *Time Magazine*, December 2006.
- Americans fitting a lifestyle descriptor known as Lifestyles of Health and Sustainability (LOHAS) represent a \$209 billion market in the United

States. LOHAS are a population of 41 million Americans placing high value on health and personal development. LOHAS experts say these consumers are likely users of health, wellness and personal development services.ⁱⁱⁱ

- So-called metrosexual men are spending more on personal care products than ever before. The global market for male grooming products grew an average 5.7 percent yearly between 1997 and 2005, with men's bath and shower products (11.1 percent) and men's skin care products (10.3 percent) leading the way. Metrosexual grooming is not limited to late-teen and generation-Y markets; it includes youth-seeking boomers.^{iv}

Skin Care Practitioner Profile

- There are approximately 183,000 estheticians licensed in the United States.^v
- Practitioners are overwhelmingly female (98 percent), with an average age of about 41.^{vi}

Associated Skin Care Professionals is the nation's first and largest organization devoted to insuring and professionally supporting skin care professionals with liability insurance and other membership benefits.

Finding a Qualified Esthetician

Call ASCP at 800-789-0411 for a referral or visit www.ascpskincare.com. There you'll find:

- An online referral service to identify practitioners by location. The service lists contact information and has links to some member websites. As a condition of membership, ASCP practitioners agree to follow the ASCP code of ethics; their training and credentials are verified by ASCP.
- A state-by-state listing of regulation and training requirements for esthetics.



- Many skin care professionals are relatively new to the profession. About 90 percent of practitioners have been in the field less than 12 years; 73 percent have practiced fewer than five years.^{vii}

- The number of estheticians graduating has doubled between 2001 and 2005.^{viii}

- Some 73 percent have graduated with 600 hours or more of training in accordance with most state licensing requirements.^{ix}

- While many skin care professionals work in more than one location, 71 percent of them practice at least some of the time in a day spa or salon (many as independent practitioners). Some 22 percent work at least some of the time in medi-spas or doctors' offices.^x

- The average number of client contact hours is 17 hours weekly.^{xi}

- The most requested esthetician services are facials, waxing and microdermabrasion, representing 85 percent of all services. Other popular services include peels and other antiaging treatments.^{xii}

Skin Care in the Spa

As 71 percent of skin care professionals practice at least some of the time in a day spa or salon, they are impacted by trends in the spa world.

- There were approximately 111 million spa visits made in the United States in 2006. Day spas receive the majority of visits.^{xiii}

- 31 percent of American spa-goers are men.^{xiv}

- Men and teens are two growing markets for spas, with men-only services being introduced by spas, and such activities as mother-daughter appointments and prom parties gaining popularity.^{xv}

Trend Toward Minimally Invasive Procedures

- *Time Magazine* reported in December 2006, "Baby boomers want to look as young as they feel but don't want to look like they've had work done." An estimated 8.4 million minimally invasive procedures were performed in 2007. The most popular of these were Botox, chemical peels, hyaluronic acid, laser hair removal and microdermabrasion.^{xvi}

Licensing and Regulation

- U.S. skin care practitioners are licensed in 49 states, along with Washington, D.C., Puerto Rico and the U.S. Virgin Islands. (Connecticut is without licensing. Utah has a two-tiered system in which 600 hours of training are required to practice; a master esthetician license is available for those completing an additional 600 hours. (ASCP analysis, January 2006.)



ⁱ Euromonitor International—www.euromonitor.com.

ⁱⁱ Euromonitor International report: *New Aesthetes*. November 2006—www.euromonitor.com.

ⁱⁱⁱ www.lohas.com

^{iv} Euromonitor International research: *Metrosexuality The Male Shopping Giant Awakens*. November 2006—www.euromonitor.com.

^v ASCP analysis, 2007.

^{vi} 2006 ASCP surveys of state-licensed estheticians, trade show attendees, school alumni lists and ASCP membership.

^{vii} *ibid*

^{viii} *ibid*.

^{ix} *ibid*.

^x *ibid*.

^{xi} *ibid*.

^{xii} *ibid*.

^{xiii} 2007 International Spa Association research.

^{xiv} *ibid*.

^{xv} *ibid*.

^{xvi} American Society of Plastic Surgeons—www.plasticsurgery.org



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