

ASCP Skin Care Schools Council Gathers Steam Register Now for the July Meeting

It was sunny news under bright blue skies for skin care schools at the fall annual meeting of the ASCP Skin Care Schools Council in Orlando. The skin care meeting, exhibitions at the skin care pavilion, and Council-hosted reception were held in conjunction with the annual convention of the American Association of Cosmetology Schools (AACS).

“The response was gratifying and the feedback was great,” said Jesse Cormier, executive director of ASCP. “There’s been such a need for this kind of forum devoted only to schools.”

Attendees gave high marks to sessions and workshops on adding advanced esthetics to a school’s curriculum, learning to increase service dollars, and preparing students for continued learning after graduation. Attendees also networked and traded ideas at the annual Council meeting and reception

Evaluation comments included: “great, very useful session, incredibly interesting,” and “love the forum!” Several attendees gave perfect scores on the evaluation forms. The programs were noted for their networking value. There were usually 30 to 40 attendees at the sessions, so there were plenty of networking opportunities with colleagues from the East Coast, California, Colorado, Texas, and several Midwestern states.

Some of the discussion revolved around legislative happenings affecting skin care licensure and the need for esthetician representation on state cosmetology boards. The desire of skin care educators to receive additional training was also a topic of significant interest. Such training will be held at the next ASCP Skin Care Schools Council meeting this summer.

It’s never too soon to start planning for the summer meeting of the Council,



held July 15–18 at the Cosmetology Educators of America annual meeting

in Scottsdale, Arizona. The ASCP Skin Care Schools Council is coordinating an entire track of education just for skin care instructors. You won’t want to miss this event.

And mark your calendars for this year’s national AACS convention, November 4–8 in Phoenix.

For more information on the ASCP Skin Care Schools Council, contact Jesse Cormier at getconnected@ascpskincare.com or 800-789-0411, ext. 616. To register for the CEA annual meeting or the AACS convention, visit www.beautyschools.org or call 800-831-1086, ext. 3450. ☺

Get and Stay Connected: ASCP Makes it Easy

To help everyone in the skin care profession Get Connected, Associated Skin Care Professionals (ASCP) introduced Skincareprofessionals.com earlier this year and the response has been exciting. It’s the perfect forum to help people in the esthetics profession Get Connected for inspiration, information, and networking. The site is designed just for the skin care profession, whether users are ASCP members or not.

“ASCP has been making use of social media to connect with the skin care community for some time, but there’s a lot of cyber-noise out there,” said ASCP president Katie Armitage. “It’s a challenge to sort through the maze of personal and professional relationships at other social media sites. We think an esthetics-dedicated site is just what the profession needs.”

Skincareprofessionals.com is the place for all things skin care, including blogs, discussions, groups, job and product advice, news, and people profiles. ASCP invites educators, school directors/owners, students, practitioners, and manufacturers to sign up. It’s easy to log on and costs the user nothing. Check it out today. ☺



Help for Students

The Expanded ASCP *Successful Business Handbook*

Since its founding in 2007, Associated Skin Care Professionals (ASCP) has offered members the ASCP *Successful Business Handbook*, a common-sense guide to every aspect of working in skin care, whether an esthetician works for herself or someone else. ASCP has revised and expanded the *Successful Business Handbook* and is free to both graduating students as they upgrade to their

Professional memberships, and sending it to Professional members as they renew. If you can’t wait to see a copy, check out the digital version at www.ascpskincare.com and scroll down on the Members section home page. It’s all right there.



The 230-page, full-color book is jampacked with useful information on how to select equipment and a product line, how to work in the safest manner possible, how to manage difficult clients, and new and better ways of marketing your practice (plus the tried and true). There are resources—including a bibliography—to help your graduating students and more seasoned alumni manage their careers.

This is a benefit offered exclusively to ASCP members, and its combined wisdom is practically worth the price of membership, which most members buy for the liability insurance coverage to protect their practices (regardless of where they work). Members can use the ASCP *Successful Business Handbook* to help them avoid expensive mistakes and common errors in finding and caring for new clients. Building a successful practice is hard work, but it’s made easier by having years of wisdom from the experts at one’s fingertips. ☺

Retail Curriculum

Teach Students to Sell Beauty Products

Associated Skin Care Professionals (ASCP) has rolled out another complimentary benefit to schools—a retail curriculum called *Retailing Success: Ready, Set, Succeed!* to help students overcome the common fear and dislike of selling retail products in the workplace. A free PowerPoint presentation can be downloaded from www.ascpskincare.com. The unit includes commentary for the PowerPoint, a glossary, student handouts, a quiz, and other educational tools. A printed curriculum can be ordered by emailing your school contact information to getconnected@ascpskincare.com or calling 800-789-0411. ©



NCEA Scholarship Deadlines

Esthetics Students Can Win \$1,000 in Aid

The deadlines for student scholarships presented by the National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA) are March 1, June 1, September 1, and December 1.

An eligible esthetics student can receive a \$1,000 incentive scholarship when he or she is at least halfway through an esthetics-only program. The awardee must have at least an 80 percent attendance record and an 80 percent grade average. Applications are online at www.ncea.tv and must be sent by US Mail. To be eligible, applicants are asked to submit an application and short essay about their career choice and financial need. ©



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ASCP News for the School Community

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