

## New, Improved Website Builder

As your students begin to plan their future businesses, one thing they'll need is a professional website. That's why Associated Skin Care Professionals (ASCP) invested in a website builder for its members that's easy to use and was created specifically for estheticians. This is the best website builder in the profession, hands down—and it's part of an ASCP student or professional membership.

The ASCP Website Builder includes:

- An easy, intuitive user interface.
- Dozens of beautiful, professional designs.
- Easy choose-and-use content.
- Unlimited website pages.
- Gift certificate/PayPal sales setup.
- One-click Google map option.
- Callout box to highlight information.
- Intake and consent forms for clients to print.

- Online appointment booking.
- Embedded video.
- Options for search engine optimization and analytics.

No web design knowledge is needed to use the Website Builder, but it's also flexible enough for complete customization by more advanced users. ASCP has received rave reviews of the Website Builder from estheticians who have never created a website before, as well as from those with years of web experience.

Preloaded, professionally written content is provided on ready-made pages like "Benefits of Skin Care Therapies" and "Frequently Asked Questions." Other pages, like the "About" page,



give suggestions on what to write. Users can keep or remove any of the preloaded pages, rearrange them, or add their own custom pages.

Check out the new Website Builder by logging in to the Members section on [ascpskincare.com](http://ascpskincare.com) and following the step-by-step directions. If you're not a member, call ASCP at 800-789-0411 to get a free 30-day guest login. We're confident that you will want to recommend this great tool to all your students. ©

## Retailing Success: Free Webinar and Lesson Plan

If you missed ASCP's live presentation on its new Retailing Success curriculum, you can now find the archived webinar online to watch at any convenient time. The webinar, presented by ASCP and marketing coach Felicia Brown, is an introduction to this free curriculum and how educators can use it to help students feel more confident when selling retail products.

ASCP provides the Retailing Success curriculum as a free service to all skin care educators. It's brand-neutral, objective, and an invaluable resource for your school. Find out the obstacles and objections that may be in your students' minds, and give them the tools to overcome these problems. Being a good salesperson is vital to the success of any esthetician, both financially and as a method of meeting their clients' skin care goals. Despite what many students think, it is possible to sell products without "selling out" or being a high-pressure annoyance.

The webinar is 55 minutes long and can be viewed free at [www.ascpskincare.com/resources/webinars.php](http://www.ascpskincare.com/resources/webinars.php). The complete retail curriculum, including materials such as student handouts and PowerPoint slides, can be downloaded at [www.ascpskincare.com/resources/free\\_lesson\\_plans.php](http://www.ascpskincare.com/resources/free_lesson_plans.php). ©



## Skin Care Schools Council Update

For the second year, the ASCP Skin Care Schools Council has partnered with the American Association of Cosmetology Schools (AACS) to bring a skin care specific track of education to their annual Cosmetology Educators of America (CEA) conference. This year more than 700 educators from across the nation attended

CEA, which was held July 15–18 at the Westin Kierland Resort & Spa in Scottsdale, Arizona.



AACS conference floor.

This year's theme was "Navigating the New Beauty Landscape," and the program included four tracks of education on teaching innovations, motivation/inspiration, technical/specialty, and skin care. Skin care sessions featured timely topics presented by experts including Annette Hanson, Dr. Mark Lees, Aliesh Pierce, and Alexandra Zani, and the conference concluded with an Ask the Skin Care Experts panel session.

The ASCP Skin Care Schools Council will be at the AACS Annual Convention, to be held November 4–8 at the Hyatt Regency in Phoenix, Arizona. If you would like more information about the ASCP Skin Care Schools Council, please contact Jesse Cormier at 800-789-0411, ext. 616, or email [getconnected@ascpskincare.com](mailto:getconnected@ascpskincare.com). For more information about joining AACS, please contact Chris Cox at 800-831-1086, ext. 102, or email [chris@beautyschools.org](mailto:chris@beautyschools.org). ©

## 2011 NCEA Scholarship Goes To Single Mom

Jennifer Moran, a 32-year-old mother of three from Collins, New York, was this year's winner of the annual \$1,000 scholarship from the National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA), sponsored by Associated Skin Care Professionals (ASCP). The scholarship will be applied to Moran's tuition at the New York Institute of Esthetics in Williamsville, New York.

The annual award is open to students who are midway through an esthetician training program and meet attendance and performance requirements. In her winning essay, Moran wrote, "I've spent the last two years working multiple jobs to stay afloat ... I took the chance and risked every cent to make myself into the woman I always knew I could be; a woman who is an example to her children on

how to go after your dreams and to mean more to society than just a poverty-level statistic."

Moran says the scholarship will allow her to take additional classes after graduation, and to afford

insurance for her intended career path in medical esthetics.

The next deadlines to apply for an NCEA Esthetician Scholarship are September 1 and December 1, 2011. For more information about the scholarship, visit [www.ncea.tv/scholarships-grants](http://www.ncea.tv/scholarships-grants).



Jennifer Moran

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# face to face

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