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ASSOCIATED SKIN CARE PROFESSIONALS ROLLS OUT PROFESSION'S ONLY ONLINE CEU CALENDAR

(Golden, Colo., April 23) - Associated Skin Care Professionals (ASCP) today announced it will roll out a free online continuing education calendar for the skin care profession June 1. It is the first of its kind in the profession and will be located at ASCP's award-winning website at <http://advertising.ascpskincare.com>. The free introductory period lasts through the end of 2009. Continuing education providers can begin inputting their data immediately.

"This brings together providers of continuing education courses with our 8,000-plus members who tell us they want to learn more," said ASCP President Katie Armitage. "It's also a resource for those who aren't yet members but are getting started in the field or want to brush up their skills after years of practice. There's a desire and a need to keep learning in this innovative profession."

Continuing education providers can easily input their information at the site and can update it at any time. Listings will include the course name and dates, contact information that includes a web link, a logo, photo, two class categories linked to the search function, and a 30-word description of the offering. The site will be fully searchable by date, geography, and specialty. Providers who offer ASCP members discounts will enjoy priority listings and preferred rates for 2010.

The listings are free during 2009, but ASCP is also offering banner advertising opportunities to vendors who want a higher profile with skin care professionals.

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“The calendar is a great value for advertisers because there currently is no centralized online resource for this kind of information,” said ASCP Advertising Manager Jodi Miller. “They will have seven months to ‘test drive’ the site with as many listings as they want before we change to paid listings.”

Founded in January 2007, ASCP is the only association of its kind, offering not just liability insurance, but *Skin Deep* magazine, business-building tools like free websites and e-mail, an online esthetician referral service, a *Successful Business Handbook* and member discounts. ASCP staff is in regular touch with skin care leaders in education and at trade shows, as well as tracking legislative activity that affects skin care practice. Headquartered in Golden, Colo., ASCP has grown from 5,000 members to more than 8,000 since its founding in January 2007. For more information, contact getconnected@ascpskincare.com or 800-789-0411. For advertising opportunities, contact Jodi Miller at 800-789-0411, ext. 621.

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