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## **ASSOCIATED SKIN CARE PROFESSIONALS LAUNCHED TO SERVE ESTHETICIANS IN BOOMING MARKET**

(Jan.16, Evergreen, Colo.)—Associated Skin Care Professionals (ASCP) was launched today to address the insurance and business needs of skin care therapists, whose numbers have grown to 145,000 in recent years. Research shows skin care is a rapidly growing field with a promising future. *Time Magazine* reported last month Americans spent \$14 billion in 2006 on facial treatments.

“Boomers especially want to look their best in a competitive workplace but are attracted to less invasive procedures,” ASCP President Katie Armitage says. “Most can’t take the time off for extensive cosmetic surgery and don’t want the before-and-after look to be too obvious.”

The number of cosmetic procedures considered less invasive more than doubled between 2000 and 2005 in the United States. The number of estheticians graduating doubled over roughly the same period.

“As Associated Bodywork & Massage Professionals (ABMP), we added skin care therapists to our ranks a decade ago when we learned many massage therapists were gaining additional licensure in esthetics,” Armitage says. “Our skin care membership has since grown to 5,000, and we kept hearing from them and from future members they wanted a professional organization exclusive to their needs.”

ASCP provides members affordable liability insurance, business-building tools, and the bimonthly *Skin Deep* magazine, which doubles in size with the February/March ASCP rollout issue.

Headquartered in Evergreen, Colo., founding organization ABMP is the largest massage membership organization in the nation, with more than 57,000 members.