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FOR IMMEDIATE RELEASE:

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Associated Skin Care Professionals Rolls Out Social Media Website to Help the Skin Care Profession Get Connected

(Jan. 31, Golden, Colo.) – Associated Skin Care Professionals (ASCP) today formally introduced Skincareprofessionals.com 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. Preview membership topped 500 this morning.

“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 practitioners, educators, school directors/owners, students and manufacturers to sign up. It’s easy to log on and costs the user nothing.

Founded in 2007, ASCP is the only association of its kind, offering not just liability insurance coverage, but ASCP *Skin Deep* magazine, business-building tools like free websites and email, an online esthetician referral service, a newly revised and expanded *Successful Business Handbook*, business and technical webinars and exclusive 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 more than 9,300 members.

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