

# Skin Care Profession Fact sheet



## Skin Care is a Growing Industry

- The world skin care market had sales of \$65.7 billion in 2007, up 40 percent from 2002 (and up 7 percent from 2006). Skin care grew faster than the \$291 billion cosmetics and toiletries category. Leading this growth was men's skin care, growing from \$746 million in 2002 to \$1.5 billion in 2007.<sup>i</sup>
- Euromonitor International has identified trends for 2010 that include "good health and wellness" at "center stage," mentioning use of spa visits and anti-stress therapies as part of that trend. The research organization also notes consumers are "increasingly engaging in shared activities," rather than "buying things."<sup>ii</sup>
- Americans spent \$14 billion in 2006 to rejuvenate their faces, according to *Time Magazine*, December 2006.
- Americans fitting a lifestyle descriptor known as Lifestyles of Health and Sustainability (LOHAS) represent nearly a \$300 billion market in the United

States. LOHAS are a population of 63 million Americans placing high value on health and personal development. LOHAS experts say these consumers are likely users of health, wellness and personal development services.<sup>iii</sup>

- There's an increased focus on male grooming products, with Euromonitor predicting sales could grow to a worldwide \$25 billion by 2011. This would represent 18 percent growth globally since 2006.<sup>iv</sup>

## Skin Care Practitioner Profile

- There are approximately 183,000 estheticians licensed in the United States.<sup>v</sup>
- Practitioners are overwhelmingly female (98 percent), with an average age of about 41.<sup>vi</sup>
- Many skin care professionals are relatively new to the profession. About 90 percent of practitioners have been in the field less than 12 years; 73 percent have practiced fewer than five years.<sup>vii</sup>

Associated Skin Care Professionals is the nation's first and largest organization devoted to professionally supporting and insuring skin care professionals with liability insurance and other membership benefits. ASCP has more than 9,000 members.

## Finding a Qualified Esthetician

Call ASCP at 800-789-0411 for a referral or visit [www.ascpskincare.com](http://www.ascpskincare.com). There you'll find:

- An online referral service to identify practitioners by location. The service lists contact information and has links to some member websites. As a condition of membership, ASCP practitioners agree to follow the ASCP code of ethics; their training and credentials are verified by ASCP.
- A state-by-state listing of regulation and training requirements for esthetics.



- Some 80 percent of estheticians have graduated with 600 hours or more of training in accordance with most state licensing requirements.<sup>viii</sup>
- While many skin care professionals work in more than one location, 71 percent of them practice at least some of the time in a day spa or salon (many as independent practitioners). Some 22 percent work at least some of the time in medi-spas or doctors' offices.<sup>ix</sup>
- The average number of client contact hours is 17 hours weekly.<sup>x</sup>
- The most requested esthetician services are facials, waxing and microdermabrasion, representing 85 percent of all services. Other popular services include peels and other antiaging treatments.<sup>xi</sup>

## Skin Care in the Spa

As 71 percent of skin care professionals practice at least some of the time in a day spa or salon, they are impacted by trends in the spa world.

- There were approximately 143 million spa visits made in the United States in 2009. Day spas receive the majority of visits.<sup>xii</sup>
- 31 percent of American spa-goers are men.<sup>xiii</sup>
- Of people who already visited day spas between 2001 and 2009, 20 percent have taken at least one spa vacation during that time (Day Spa Association research).<sup>xiv</sup>

- Men and teens are two growing markets for spas, with men-only services being introduced by spas, and such activities as mother-daughter appointments and prom parties gaining popularity.<sup>xv</sup>

## Trend Toward Minimally Invasive Procedures

- Experts say baby boomers are driving much of the trend toward minimally invasive procedures due to concerns about appearing younger in the workplace and a desire to have treatments done in a less obvious manner than with traditional cosmetic surgery. An estimated 9.4 million minimally invasive procedures were performed in 2009. The most popular of these were Botox, fillers, chemical exfoliation, microdermabrasion and laser hair removal.<sup>xvi</sup>
- The American Society for Aesthetic Cosmetic Surgery reports physicians performed more than 600,000 microdermabrasion procedures and more than 520,000 chemical exfoliation procedures across several medical disciplines in 2009. Most do not affiliate with medical spas or offer spa services within their own practices.<sup>xvii</sup>

## Licensing and Regulation

- U.S. skin care practitioners are licensed in 49 states, along with Washington, D.C., Guam, Puerto Rico and the U.S. Virgin Islands. (Connecticut is without licensing. Utah and Virginia have two-tiered systems in which 600 hours of training are required to practice; a master esthetician license is available for those completing an additional 600 hours. (ASCP analysis, February 2010.)<sup>xviii</sup>



<sup>i</sup> Euromonitor International—www.euromonitor.com.

<sup>ii</sup> ibid.

<sup>iii</sup> www.lohas.com

<sup>iv</sup> Euromonitor International.

<sup>v</sup> ASCP analysis, 2007.

<sup>vi</sup> 2006 ASCP surveys of state-licensed estheticians, trade show attendees, school alumni lists and ASCP membership.

<sup>vii</sup> ibid.

<sup>viii</sup> ibid.

<sup>ix</sup> ibid.

<sup>x</sup> ibid.

<sup>xi</sup> ibid.

<sup>xii</sup> International Spa Association research.

<sup>xiii</sup> ibid.

<sup>xiv</sup> Day Spa Association research.

<sup>xv</sup> International Spa Association research.

<sup>xvi</sup> American Society of Plastic Surgeons—www.plasticsurgery.org

<sup>xvii</sup> American Society for Aesthetic Cosmetic Surgery.

<sup>xviii</sup> ASCP analysis, February 2010.



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