



CONCIERGE aesthetics

BY TINA ZILLMANN

ARE YOU EMBRACING THE NEW age of anti-aging procedures? Products and treatments that tout “results” have become more commonplace, and the medical aesthetic concept has hit the ground running with non-invasive and minimally invasive rejuvenation procedures. Aestheticians are moving away from the spa concept into skin care facilities that target treatments and sell products to deliver results. These aesthetic entrepreneurs are faced with the apparent reality that their practice cannot evolve unless they go medical. On the contrary,

the aesthetic entrepreneur is the key to concierge aesthetics and the rejuvenation revolution. He/she counsels and helps clientele discover the path to optimal skin health and vibrance. Concierge aesthetics is more than a referral system; it’s a guide to aging gracefully and building a successful skin care practice.

Cultural and personal perceptions of beauty and aging are open to interpretation and argument. Therefore, an example of the characteristics of graceful aging is in order. Images of models in magazines is simply unrealistic, although

it could be argued that we are “photoshopping” ourselves out of the reality of aging. A more realistic example are the stars we have seen at the recent movie awards ceremonies. Look at the faces of Halle Berry (46), Helen Hunt (49), Julianne Moore (52), Angela Bassett (54), Sigourney Weaver (63) and Sally Field (66), to name just a few. Each of these women has a fit body, firm face, even skin tone and little to no lines or wrinkles. They are aging gracefully, and it does not come naturally. Chemical peels, injections and lasers cannot do it alone.

It takes a strategic treatment path and progression to achieve virtually flawless skin. This all begins with a consultation.

Aestheticians new to the profession are taught to observe the obvious: Fitzpatrick rating, lines, oil, hyperpigmentation, redness, acne, etc. A Concierge of Aesthetics takes the skin analysis to a whole new level. Aside from what is present in the skin now, aestheticians should consider the following questions:

- What is some of the underlying damage that has not surfaced?
- What are the client's skin care habits? What steps has he/she taken to improve their skin?
- What is the client's ethnic background?
- What progressive treatment path are you, their skin care provider, going to create for this client?

Look into the future of the client's skin and observe its characteristics in a whole new way. Explore a variety of resources to gain insight into treatments, and know the trends in beauty. A comprehensive knowledge of treatments and ingredients can open the door to customized facial protocols with a controlled outcome. Knowledge also gives you the power to be realistic about what specific products and procedures can accomplish and guide clientele to real results—not false promises. Understanding this, every client's treatment path should begin with an at-home cosmeceutical skin care regimen.

Aesthetic and medical aesthetic treatments will not be as effective if they are not complemented with a regimented skin care routine at home. An aesthetic concierge should retail a professional cosmeceutical skin care line that will promote a change in the way the skin looks and feels. The most fundamental ingredient that can prevent many signs of aging and skin damage is sunscreen, which should be used daily. If the client has problems with acne, products with benzoyl per-

oxide, salicylic acid, retinol or tretinoin can help prevent breakouts and manage the condition. Over the counter retinol and prescription tretinoin are also fundamental ingredients for age prevention. They may be alternated with a glycolic acid based exfoliant at night for healthy skin regeneration. A daily vitamin C serum under a sunscreen offers antioxidant protection that can prevent collagen degradation and skin damage. Innovative amino peptides have the potential to offer a topical neurotoxin effect or promote collagen synthesis for more youthful skin and wrinkle prevention. Retailing should be an integral part of any aesthetic practice because it can promote better looking skin. Selling key products to clientele initiates the mutual commitment necessary from both parties to change the skin.

Having the confidence and knowledge to take a client's result to the next level is a rewarding experience. Medical aesthetic treatments can be instrumental in improving facial volume while diminishing fine lines, wrinkles, solar lentigines and capillary damage. An aesthetician does not need to be employed by a physician in order to have medical aesthetic procedures available to his/her clientele. Inversely, why should a physician employ an aesthetician when a referral relationship may be more beneficial? Professional networking between a physician and aesthetician is an excellent way for both parties to build and gain business. A physician should refer patients out to an aesthetician for routine skin care maintenance treatments and post-procedural care assistance. In turn, an aesthetician will refer clientele to the physician's practice for injections, laser procedures, surgical and/or minimally invasive procedures. The formula is very simple:

Need + solution = success

Clients have a need to look younger and age gracefully. An aesthetic concierge has the knowledge, talent and network to offer a beautiful solution. Building a network of physician referrals requires attention to reputation and experience. Choose talented and esteemed medi-

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cal professionals for his/her knowledge and service to patients. The Aesthetic Concierge will have connections to a good dermatologist who can address common skin problems and conditions (cancers, acne, rosacea, etc.) that need medical attention. Most aestheticians primarily see women in their treatment rooms; therefore knowing a gynecologist is ideal for consulting on skin problems that may be related to female hormones. A plastic surgeon may have the most resources to contribute to an aesthetician's business because he/she has the knowledge and procedures that can change an individual's image. Physicians are best utilized for their professional talent. Aesthetic nurses (and in some states aestheticians) are trained to perform injection and/or laser procedures under the guidance of the physician. An aesthetician simply polishes and perfects the results by performing routine maintenance with cosmeceutical skin care products and facial treatments. A good professional network will allow for a mutual promotion of services between the physician and aesthetician. This is success.

Creating the rejuvenation revolution for your client by strategically combining home care, a treatment path and medical procedure is a rewarding long-term relationship. In order to embrace the concept and apply it into a practice, let's review it in terms of key age groups:

The childbearing years

Signs of aging are becoming a reality for a woman when she reaches her 30s. Depending on the amount of sun damage present, she is experiencing the development

opment of fine lines and an uneven skin tone. Addressing the sun damage with a glycolic exfoliant, vitamin A, vitamin C and sunscreen in her regimen may encourage healthy skin rejuvenation at home and help maintain her treatment results. Lines that develop on the glabella, forehead and around the eyes (crow's feet) may be remedied with neurotoxin injections, and a series of light laser peels each year may help her maintain her youthful appearance.

In some cases, women in this age group experience hormonal changes and the development of hormonal hyperpigmentation (melasma) and centralized acne on the chin and jaw. Depending on the severity of her acne, she will need to manage the condition in order to prevent potential scarring and inflammation. Depending on her sensitivity level and whether or not she is pregnant, trying to conceive or breastfeeding, she may be able to help manage the breakout with salicylic acid and/or benzoyl peroxide. In some cases, a prescription antibiotic and tretinoin or birth control will be needed from a physician (preferably a dermatologist and a gynecologist) to manage acne. Active acne may induce hyperpigmentation. Therefore, the acne must be managed before proceeding into an effective treatment for melasma. A combination of brightening skin care at home and chemical peels, with or without microdermabrasion, may visibly brighten the skin, diminish fine lines and improve hydration.

Middle age

A woman who did not take care of her skin in her 30s can have signs of sun damage in her 40s. She is likely to have fine lines around her eyes, glabella and forehead; her lips will also be starting to show fine lines—especially when her lipstick is applied and the pigment “bleeds” into the lines. She may begin to develop puffy eyes while losing some of the volume in her face as a result of collagen changes and fat loss. Home rejuvenation is needed in order to give her successful treatments, and should include effective ingredients like glycolic acid, vitamin A, vitamin C,

hyaluronic acid, amino peptides and sunscreen with beneficial or cosmeceutical percentages. She may be able to use a prescription tretinoin to address any sun damage. From possible prescription care to cosmeceutical rejuvenating ingredients, home care may account for the majority of results that are achieved and maintained.

In the Concierge Aesthetician's treatment room, alternating hydrating ultrasonic facials with microdermabrasion every four to six weeks may assist with evening her skin tone, improving hydration and minimizing the appearance of fine lines. Initially investing in a photofacial series can help address the hyperpigmentation and possible capillary damage in her skin, while neurotoxin and filler injections may be performed by a medical professional to address any dynamic wrinkle development and volume loss of the face. Maintaining a series of light laser peels annually and keeping up with her injection appointments may help the client maintain her improved appearance well into her 50s.

Perimenopause

As the body changes and prepares itself for menopause—if it has not already happened—a woman in her 50s could be experiencing a dramatic difference in her skin. The combination of hormonal changes and environmental damage has resulted in dehydrated skin with wrinkles, volume loss and sagging skin. A home regimen that includes amino peptides, vitamin C, hyaluronic acid, vitamin A, glycolic acid and sunscreen may help maintain her skin, improve hydration and promote softer skin. In some cases, a cosmeceutical moisturizer with progesterone may be needed to address hormonal dryness.

Depending on her commitment (mentally and financially) to rejuvenation, the 50-something woman's first step to rejuvenation should be to address her sagging skin with a plastic surgeon. As of today, facelift procedures are a viable option. If this is the path she chooses, the Aesthetic Concierge may guide her through her healing process under the direction of the surgeon by performing

hydrating treatments, while assisting with lymphatic drainage to help lessen her recovery time. Her rejuvenation revolution does not stop with surgery; she may need a photofacial series to correct any pigmentation irregularities, dark and deep sunspots and vascular lesions. To help fill lost facial volume and minimize dynamic wrinkle development, injectable fillers or a fat transplant may be performed. Keep in mind that depending on the type of facelift performed, neurotoxin injections may not be needed. Aesthetic treatments combining the benefits of chemical peels, ultrasonic infusion and crystal-free microdermabrasion may be performed every four to six weeks to help maintain her skin and protect her investment.

These three generic examples may not suit every skin type the Aesthetic Concierge may treat, but they may be used to understand product and treatment recommendations in a new way. With practice and education, the skills and resources an Aesthetic Concierge learns may enable them to give every client what they want: 10 years taken off their skin. Develop a personal commitment to education and business by forging a strong relationship with clientele and building a network of well performing professional referrals. Working from this foundation, a professional relationship with your clients may result in solid growth and a bright future. ■

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