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# STOPPING THE SCROLL PROS & CONS OF SOCIAL MEDIA IN AESTHETICS

by Breanna Brown, L.E., lead aesthetician at Ella Esthetics

**S**ocial media provides a place for exploring, sharing, learning, and of course, passing time. It is the number one place where skin care professionals can provide education about proper skin care, share their practice, and attract new clients – all for free. As a skin care professional, social media can be a great place to share work, converse with potential clients, and remind clients to stay accountable while out of care. But, social media obviously has its pros and cons. What happens when social media's influence starts to hinder a client's progress or undermine the professional's expertise?

## UPLIFTING SPIRITS

With the increase of covering up parts of the face with cloth and fiber, makeup has taken a downward trend, and skin care has seen one of the biggest increases in sales, as it is now the new "it" trend of the personal care market. Showcasing before and afters and client progress is an amazing way to give clients a glimpse into what they can achieve in a skin care professional's care. On the other hand, clients and even aestheticians often compare themselves to others on social media. One of the biggest downfalls of social media is the false sense of skin perfection that is far too often portrayed by people seen on social networks. Skin care professionals know that skin is not perfect, and texture is normal. They reiterate this to clients, but hours of scrolling through airbrushed faces can take a toll on clients' realistic expectations and how they view themselves. Showcasing real results through social media and instilling confidence in clients by making them feel and look their best in the treatment room is of the utmost importance.

With so much content on social networks, it always seems as though there is a new life-changing product that everyone needs to run out and buy. Whether a new age-erasing topical or an at-home microdermabrasion system, social media provides an abundance of products at the client's fingertips. At some point, a skin care professional will encounter a client that has an "Instagram degree" in skin care or that only wants to do a popular treatment they



have seen on social media and that is okay. As a skin care professional, education, licensure, and experience is what sets the professional apart from videos and infomercials that someone can watch or read on a tiny screen. Use social media to educate all clients – former, current, and potential. Content should be versatile – find a way to connect with the audience that showcases knowledge, passion, and personality, while talking to the "good listener" client and the "prove-me-wrong" client.

The pressure to increase activity, engagement, and followers can also loom over skin care professionals. Staying abreast with social media while growing a business can be overwhelming and frustrating, but the truth about social media is that a skin care professional does not need to have thousands of followers to achieve a booming practice. Even with all the information and products on social media, the missing piece is the professional. Being able to extend a glimpse of the experience provided in the spa onto social media is one of the best ways to make people halt their scroll and book an appointment.

# FACTS ABOUT PRIVATE LABEL SKIN CARE: EXPANDING A SPA'S BOTTOM LINE THROUGH MEDICAL-GRADE SKIN CARE

by Cheryl Whitman, founder & CEO of Beautiful Forever Consulting

**T**he world of aesthetic medicine is becoming more and more competitive. As commercial beauty stores begin to sell product lines to big box stores, an increased need for medical-grade products will rise. This increases the pressure on skin care product sales and profitability at many medical spa practices. Big box stores offer a wider distribution of the product lines carried, which makes them more accessible to the masses. However, the secret to getting a leg up on this type of competition is to specialize, differentiate, and make it easy to buy from the spa's practice. Educate clients and bundle products with procedures for better results.

## SET YOURSELF APART

Focus on differentiating the practice and offering specialized skin care products with active ingredients that clients cannot get anywhere else.

Do this by selling private label, medical-grade over-the-counter cosmeceuticals, or physician prescription-grade skin care products. This is something the commercial beauty stores of the world cannot do. Private-branded products, especially medical-grade, bring clients back to the spa. They have an excellent margin (up to 300%), and they keep the name of the spa in front of clients' minds on a daily basis. Sell homecare kits per skin solution based on skin type.

Having the spa's branded products prominently displayed and offering samples is an important way to introduce clients to the brand and helps close sales. Educated staff who are offering samples as an incentive plan sell more products. Create monthly promotions to introduce products. Consider creating promotions with seasonal offerings or kits.

Create monthly auto-refill subscription programs. Prescription strength products are important as well. Create a program to ship directly or offer curbside pick-up. Create extra income by adding virtual or in-person refill consults. Sell procedure packages and include a kit of three products to jumpstart a good home maintenance program. Easy to follow direction cards are important and monthly follow-up consultations also create loyalty.

Branding and marketing are key components to building a successful medical aesthetics practice. An investment in a private label, physician-branded skin care line that carries the spa logo is a logical extension of the spa's offerings.

## MAKING BUYING EASY

The pandemic has changed the way client's shop. Expect the growth in online shopping to continue even after the pandemic has ended because consumers have realized how convenient it is.

Spas must become comfortable doing business virtually. Promote the spa across a variety of social media channels. Include an online store on the spa's website so clients can purchase private branded over-the-counter products. Offer a variety of online payment options ranging from credit or debit cards to PayPal, Apple Pay, and so on. Understanding that people are shopping more on mobile devices and buying through their Instagram or Facebook pages might be an option for the spa too.

The more convenient it is for clients to buy from the spa's online store, the more likely they are to add to the spa's bottom line. Know the demographics and the spa's budget when creating a skin care line. Key ingredients are as important as the spa's laboratory consultants are. There are a few different levels of private-label product branding.

It is important not to overlook small things, like sulfate-free, paraben-free, and cruelty-free ingredients. It is all about emotions and being able to create products as skin solutions. Be the expert doing the skin consultations and recommending products to clients for their best results. They will appreciate branded, home maintenance products that are created with chemists. And, as always, offer customizable, annual programs to provide the best solutions.