



PAY IT FORWARD: INVESTING IN THE FUTURE OF THE INDUSTRY

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The skin care industry is ever changing and growing by leaps and bounds. It took a huge hit during the pandemic, but it is back now. The last season of tradeshow proves that excitement and motivation. Increased demand for education, increased retail options, and increased attendance are a sign that most professionals are happily moving on from the last two years of uncertainty. However, with much sadness, they have lost some of their more seasoned and experienced professionals who retired, had to close their shops, or had to go into different fields. Who will take their place and take the industry to the next level?

The future of the skin care industry are aesthetic students. Everyone remembers their mentors, heroes, and people who helped, encouraged, coached, and motivated them to do and be better professionals. It is time to return the favor, and it is now professionals' turn to give back. Many professionals have now become the seasoned group, the current top grossing and most successful, and it is time for them to pay it forward.

BEING A RESOURCE Mentoring & Internships

The biggest gift professionals can give to any student is mentorship. Taking a deserving student under their wing to teach them the key concepts in the industry is a necessary and incredible gift that a professional can provide. They can share their experience, knowledge, and expertise to help develop and educate a fellow future professional to become successful.

Many professionals or spas can also offer internships to guide and coach students on what the industry really looks like from the inside. It is a difficult decision for new professionals to go out on their own or work for someone else when they first start in the industry. Internships are a great way to help make an educated decision regarding their future. Getting this little taste and some real experience can also help new professionals decide what area of the industry or niche they want to pursue.

Scholarships & Free Training

Some experienced and successful professionals may want to help students but just do not have the time. It is very simple to create a scholarship or pay for an advanced education class for any promising student. There is so much education available – product knowledge classes, tradeshow, blogs, virtual classes, coaching groups, or even free training on machines or modalities. Sometimes, students do not know where to look and need a professional's direction and guidance.

Support & Encouragement

Giving support and encouragement costs nothing but a little time and effort. It only takes being open and available to answer questions, helping steer through the ups and downs and giving praise when someone has done an incredible treatment. Follow students on social media, like their posts, make comments, encourage learning, and motivate them to keep up the good work. Give suggestions for social media posts, tips and tricks for retail sales, marketing strategies, or how to decorate a spa to make it more inviting.

STRUGGLES & CHALLENGES

Running a business is tough. There are a lot of unseen challenges and struggles that present themselves. Beauty schools promise the world to students. Setting one's own hours, taking vacations, taking time off, and working part time all sound great. But the reality is working when others are off (including evenings and weekends), having no vacation pay, working off days to make up income, and running a business is full-time work. Seasoned professionals should get real and talk about their experience, the struggles, and how to navigate through them.

Enriching the industry is important for everyone, especially when there are so many new professionals coming up in the field. It is time to find a student, support them, and find a way to help enrich the industry by paying it forward.

