

EXPANDING YOUR SKINCARE SERVICES BEYOND FACIALS

by Melissa Mercado

Skincare services are more than just performing facials. With the growing demand for wellness and holistic services, expanding our levels of expertise is essential. Thinking outside the box and finding ways to directly serve your clients can significantly impact your spa or salon's bottom line.

WHY ESTHETICIANS SHOULD FOCUS ON BODY TREATMENTS

Diversifying services helps technicians attract and maintain a broader client base. It also meets clients' needs and keeps you competitive in the overcrowded esthetics market. Offering a unique array of skincare services can make you stand out. Let's get creative!

BENEFITS OF DIFFERENT BODY TREATMENTS

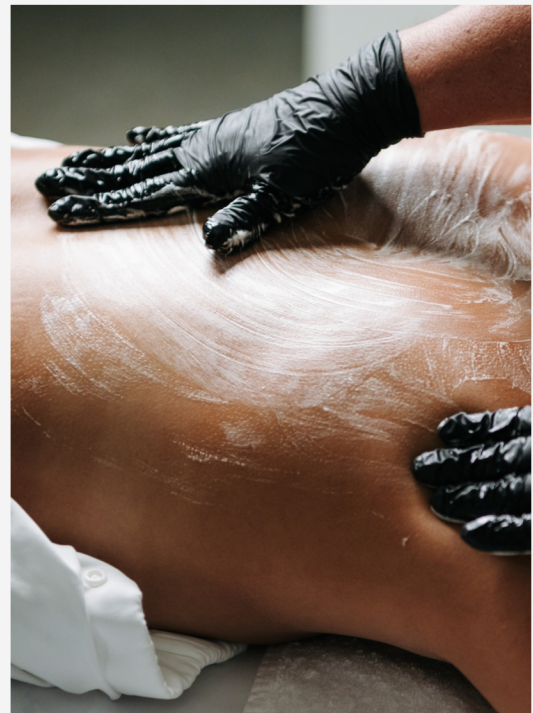
BODY SCRUBS AND WRAPS

Body scrubs remove dead skin, improve skin texture, and promote product absorption. Adding a 30-45 minute body exfoliation to your menu can be simple and cost-effective. Using a granular scrub with four hot towels for removal, followed by applying a body hydrator using effleurage movements for relaxation, can cost approximately \$7-10 per service.

Charging the client \$75-100 (depending on your demographic) can yield a substantial return.

BACK FACIALS

This area can be treated easily with the same products you use for facials. Have the client lie on their stomach and perform the same service you would normally do on the face but on a larger area. Clients cannot reach this area themselves and will appreciate having it done by you. Get creative with your massage techniques or take a class to expand your knowledge.



MORE THAN A FACIAL

Vajacials and Booty Facials: Though these services are not everyone's cup of tea, they can be performed in a classy and tactful way.

- **Vajacial:** Use a modesty towel so only the mons pubis is exposed. This allows you to treat the area that generally has the most concerns, such as pigmentation and ingrown hairs, without making you or the client feel exposed.
- **Booty Facial:** Treat the client similarly to a back facial. Many men and women are prone to ingrown hairs, acne, and pigmentation in this area and are looking for someone they can trust to help them.

UNDERARM TREATMENT

Pigmentation from aluminum deodorants and years of shaving are the main culprits for clients seeking a brightening service. Extractions can also be helpful for those who need them.



FOOT/HAND TREATMENTS

These simple services can be built into your facial time while the client is under steam or masking, or they can be standalone services. An example is to apply an enzyme to the feet, cover with plastic liners and terry cloth mitts for 10 minutes, remove with a hot towel, massage in a mask or moisturizer for hydration, and reapply new plastic liners and mitts for a warm and luxurious feeling. These can be removed at the end of the facial or other treatment being performed.

RETAIL PRODUCTS

Every esthetician should have supporting retail products for the services they offer. Clients need to know how to maintain their results between appointments, and this is where you, as the expert, come in. If you cannot stock all the products in your establishment, partner with a brand that offers drop shipping to clients. Otherwise, they might spend their money elsewhere, like at the pharmacy or grocery store. Drop shipping is a convenient service that many distributors and brands offer. Generally, you would collect the retail price from your client and order at the wholesale price, with the product drop-shipped to the client so they think it is coming from you.



SIMPLE MARKETING STRATEGIES

Social Media Promotion

Use before-and-after photos and client testimonials to showcase results. Share educational content about the benefits of each new service.

Email Marketing

Send newsletters with special offers about your new services. Market directly to your target clients who may be interested in specific treatments. Showcase treatment highlights and skincare tips to get clients excited to try your new services.

In-Spa Promotions

Display brochures and posters highlighting new services. Train your front desk staff and technicians to recommend and discuss these new services during all client consultations.

Collaborations and Partnerships

Partner with local fitness centers and wellness centers to cross-promote services. Host events or workshops with other educators to attract potential clients to your space.

Referral Programs

Implement referral programs offering discounts or free treatments to existing clients who refer new business. Encourage satisfied clients to spread the word about your new services.

Conclusion

Exploring these opportunities to enhance your practice and better serve your clients will ultimately impact your bottom line. Diversifying your services will bring in new revenue and break up the monotony of your day. Estheticians everywhere should begin integrating these body treatments to watch their business grow!



MELISSA MERCADO, LE

Hale & Hush Lead Educator