



# The Evolution of Contemporary Advanced Training

by Gay Wardle

Having identified the extensive need for advanced skin analysis training that also incorporates integrative technologies is why Gay Wardle is introducing and delivering a new Training Program for salons and their staff in 2011. This training program aims at empowering aesthetic and beauty therapists to raise their knowledge and skill-levels to more confidently achieve the advanced level of treatment results that are now expected of them.

## **THE COURSES WILL INCLUDE:**

- Advanced Skin Analysis
- Modern high-tech technologies
- Advanced Protocols and Procedures

In this article Gay explores the changing needs of the industry and offers solutions that will allow you to move forward with confidence in your profession and in your business growth.

The evolution that is occurring in the beauty and aesthetic industry means that the skills a modern beauty therapist needs fall beyond the scope of their initial training. While the basic training delivered in the industry is still valid, there is now a greater need for additional and more advanced training. This training will allow the current beauty therapist or aesthetic practitioner to take advantage of new equipment, new treatments, and recognise the skills of other professionals with

whom they can work collaboratively to complement the services they can deliver.

## **THE NEW PERSPECTIVE**

Before I discuss this subject in greater detail I want to put these training needs in the context of their relevance to your business. Client preferences are changing and there is now a large proportion of our client base that is demanding longer-lasting results. To this group, a youthful appearance is now valued more than ever before. Through the Internet and social media consumers are now becoming more and more aware of the new treatments that can produce greater results than previously. To meet the needs of this client group and to take advantage of the business opportunity it offers we need to adapt our businesses so that we can appropriately meet with these expectations.

The solution as I perceive it, is to effectively split your services to address two separate categories:

- Pampering treatments that facilitate relaxation and wellness, and
- Corrective and advanced services that address and correct skin conditions and create lasting anti-ageing results.

This also means that you need your staff to become focused on developing skin-treatment programs that are delivered over weeks rather than simply focused on delivering a one-off treatment on the

day. To achieve this you need to implement specific training that gives your staff the knowledge and skills to meet the needs of the client and the business.

While training your staff may require an investment of time and resources, there are two benefits – better treatment outcomes and an incredible increase in staff job satisfaction.

In my experience, staff love a challenge. They love to feel that they are going forward and they love to know that they are making a difference. There is no better way to bring out the best in your staff than to develop them as experts in their field. This can only be achieved with the correct training that will teach them how to be able to critically think of their options in treatments and how to make informed choices based on sound education regardless of what brand or product they are using.

## **A NEW LEVEL OF TRAINING FOR THE PROGRESSIVE THERAPIST**

My driving purpose when I developed my new range of **Advanced Aesthetics Training Courses** was to provide a new set of short courses that could effectively merge traditional knowledge with new scientific information.

The courses are designed to step-by-step up-skill and improve the progressive therapist's capabilities of understanding what is happening at a cellular level within the skin. Armed with this knowledge, they then will be able to more accurately select the right technology, protocols and procedures to achieve an advanced treatment outcome.

The ultimate objective of these courses is to empower therapists to transition with greater confidence into delivering a new level of treatment result that will meet with the changing demands and expectations of both their clients and the aesthetic industry itself.

Some of the areas I have identified as being relevant to assisting the progressive therapist are in the areas of new skincare and equipment technology, new treatments, and their effective integration.

## **PERSONALISED TREATMENT PROGRAMS**

As I mentioned earlier a common skill that is needed is to understand the importance of writing treatment programs for your clients, rather than one-off packages. This first involves analysing the skin with more accuracy and making use of modern-day skin analysis technology to give us a better understanding of what is happening within the client's skin. It also means refreshing and enhancing our knowledge of the skin structure and physiology so that we understand it in greater depth. With this understanding you can analyse your client's needs at a more detailed level.

Helping this procedure is the fact that the new skin analysis devices have progressed immensely and they give you the chance to see



### **Before & After Laser Treatment**

deeper into the skin and be more precise with what you are recommending to your client. These devices are great for creating a baseline to measure your client's progress and help you identify a wide range of anomalies in the skin such as wrinkle depth, vascular abnormalities, melanin readings and an indication of sun damage to the skin.

If you have enhanced your ability to know what you are seeing then you can match a solution to it and you will see progressive improvement over time.

## **EFFECTIVE INTEGRATION OF TECHNOLOGIES**

The next level of training that I believe is important is to expand your knowledge of modern-day treatments so that you have more options available to you to tailor a solution to the problem or concern you have identified in your client's skin. New training programs that will teach you how to integrate using equipment in treatments are vital. It wasn't that long ago that words like cosmeceuticals, IPL, laser, hydrafacials, LED, advanced facials, radio frequency, ultrasound, etc., were like talking another language. Now they are part of the everyday reality in our profession. But how well do we understand these technologies? And do you know the most effective way to integrate them to address various skin conditions and concerns?

I believe it is important that therapists learn the principles of how to effectively integrate different modality in the right sequence to achieve better results for different skin types and conditions. Using just one technology may be limiting. However, learning how to effectively use a number of treatment modalities together can not only help them achieve better results, but also more long-lasting ones.

Some examples of these equipment-based treatments that complement our existing treatments include using a skin-nourishment program in the weeks leading up to an IPL rejuvenation treatment so that the skin is healthy prior to the treatments. You may also combine LED treatments after IPL rejuvenation treatments to improve and prolong the results of the treatment, or combining cosmeceuticals with skin needling to improve the results of both.

# NEW FRACTIONAL CO<sub>2</sub>

NON-ABLATIVE & ABLATIVE RESURFACING  
AFFORDABLE UNCOMPROMISED QUALITY

## Clinical Fractional CO<sub>2</sub> Laser



The Clinical Fractional CO<sub>2</sub> Laser for rejuvenating and resurfacing photo damaged skin conditions is the latest addition to CSHE Australia's range of tailor-made medical clinical equipment.

### Clinical Applications

- Total Skin Resurfacing
- Various Scars
- Pigmentation
- Deep Wrinkles
- Uneven Skin Tone
- Large Pores
- Skin Laxity

### Key Advantages of the Clinical Fractional CO<sub>2</sub>

- Uses a highly stable RF CO<sub>2</sub> tube resulting in low maintenance.
- Its greatest function is its ability to treat even the most pigment-sensitive skins, such as Asian and mixed race skin types 4 to 6.
- Has a specialised handpiece with select buttons conveniently placed within easy reach of your fingers tips.
- The handpiece also has a very light and ergonomic design resulting in a very comfortable but firm hold while treating.
- Has 13 different scan sizes from 3x3mm to 20x20mm. This enables the operator to easily treat both small and large areas quickly.
- Operator can lower the energy to just 1mJ for light treatments and back up to an amazing 300mJ for deeper resurfacing.
- All-in-all, this system is your best choice for all your clients' ablative resurfacing and fractional skin treatment needs.
- Quick and easy to learn for first-time users and can save over 12 different settings to reuse later.



## IDENTIFYING LIMITATIONS AND WORKING WITH OTHER EXPERTS

Part of modern-day training is to also identify the limitations of what we can achieve with our services alone and recognise when we need to work with other professionals to get the best results for our clients. Part of what I cover in my new courses is how to work with cosmetic and plastic surgeons to deliver improved skin preparation prior to surgery, as well as maintenance programs after cosmetic surgery procedures so that clients achieve optimum results from these procedures. You will also learn what procedures you may refer a client to investigate from a medical professional. By working effectively through such a referral system with medical professionals it will also give you the opportunity to build an amazing client base that will also strengthen your own business growth.

## SUPPORTING RESULTS WITH APPROPRIATE MAINTENANCE PROGRAMS

One final area of training that I believe is important when delivering advanced treatments is writing maintenance programs that will help support the results of the intensive-treatment programs you deliver. This is a very important area of my training as it will allow you to confidently tell clients in advance that if they invest for an intensive-treatment program for a short period of time, you can then design a lower-cost program to ensure that the results are maintained. This will encourage them to invest in the advanced procedure, as they will be assured that those results can be sustained. Once they achieve the results, they will move on to the maintenance program. With this level of satisfaction they will be ready to trust you the next time you recommend a new program.

## THE IMPORTANCE OF EDUCATION

I truly believe that advancing our skills is a necessity in order to maintain our relevance in modern times. I think it is vital in helping you appreciate and understand your true value and worth in the industry. With your skills at a higher level and a wider array of treatment solutions in your toolbox you will be able to make a difference to your clients' satisfaction and self-esteem. This will benefit your business immensely and allow you to draw even greater satisfaction from all that you do! **APJ**

*Gay Wardle is greatly respected as a trainer and educator in the aesthetic industry. She has owned successful salons and has won numerous industry and professional awards for her accomplishments. She has trained numerous beauty and aesthetic therapists throughout Australia in Advanced Skin Analysis and IPL protocols and techniques. Gay is currently pursuing a Bachelor of Dermal Sciences with Victoria University.*

*Gay's new Training Courses are designed to bring a new level of knowledge and confidence through sound science and proven training principles. Gay also trains others on her highly successful strategies that come from a strong understanding of what drives a salon to succeed and how to be known for exceptional results.*

*If you have already completed Advanced Skin Analysis training previously you can select a course that will take this knowledge further and give you new skills on implementing successful treatment protocols in advanced procedures. For further information on her courses and a training date near you contact Gay Wardle on 0418 708 455.*

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