

Sanitas Skincare Webinars

January 2019

CUSTOMIZATION: THE FUTURE OF SKINCARE

Today's skincare consumers are selective, informed and possess a strong knowledge of ingredients and formula benefits. No longer a one-size-fits-all product world, purchasers of skincare (especially Millennials and GenZ) increasingly desire personalized skin solutions. This series of webinars explores how to utilize the Sanitas collections to deliver customized regimens and provide powerful, tailored results that will help you attract and maintain a loyal clientele.

1/10

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING FOCUS – OPTIMIZE

THURSDAY, JANUARY 10 | 10:00 AM - 11:00 AM

Erin Shapiro, LE - Sanitas Educator

People visit an esthetician because they rely on the professional advice, products and treatments that can effectively address most common skin concerns. The Sanitas Optimize collection features targeted, therapeutic formulas designed to rehabilitate challenged skin. This webinar will teach you how to incorporate our professional grade products into treatments and customized home care regimens to advance your guests' skin to its most healthy, optimal state.

Fee: Complimentary

1/7

WEBINAR: EVERYTHING ENZYMES

MONDAY, JANUARY 7 | 1:00 PM - 2:00 PM

Erin Whitesell, LE - Sanitas Educator

Cellular buildup is a primary cause of premature aging, dehydrated skin and acne breakouts. This makes skin exfoliation an essential practice for maintaining optimal skin health. But because not all forms of exfoliation are created equal, as a skincare professional it's important to understand the different ingredient choices available to resurface skin. In this class you will learn everything you need to know about enzymes, including the different sources of enzymes found within our collection. You will also leave with a roadmap to the most effective in-room treatment protocols utilizing other active ingredients to amplify results. Finally, you will leave understanding best practices for prescribing a coherent homecare regimen geared for generating maximum results for your guests.

Fee: Complimentary

1/24

WEBINAR: SANITAS CHEMICAL PEEL TRAINING

THURSDAY, JANUARY 24 | 10:00 AM - 11:00 AM

Erin Whitesell, LE - Sanitas Educator

Learn about the different types of chemical peels and discover which peels are most effective for each skin type and condition. Understanding Sanitas peel products and protocols will give you the knowledge and confidence to perform safe, therapeutic chemical peels.

Fee: Complimentary

1/28

WEBINAR: WRINKLE REBELLION: SKIN RESTORATION WITH PEPTIDES

MONDAY, JANUARY 28 | 1:00 PM - 2:00 PM

Erin Whitesell, LE - Sanitas Educator

In a society that is all too accustomed to the perils of anti-aging efforts (we're living in the Botox and Filler era, after all), peptides have become known as the queens of managing wrinkles without the needle. But because not all peptides are created equal, as a skincare professional it's important to be able to properly identify and match to skin concerns for maximum results. In this hour long intensive, you'll learn about the different types of peptides, how they pair with other active ingredients and how to prescribe the most effective homecare regimens to generate maximum results for your guests – no needles needed.

Fee: Complimentary

1/17

WEBINAR: THE ART OF SPA RETAILING

THURSDAY, JANUARY 17 | 1:00 PM - 2:00 PM

Erin Whitesell, LE - Sanitas Educator

Spa retail is a vital business component which can be expertly and easily managed with the right strategy. In this webinar, you will learn to implement an operational culture that leverages service-to-retail sales goals with an inventory that strategically targets the needs of your staff and clientele. Visual merchandising, hosting successful events and seasonal marketing will also be covered.

Fee: Complimentary

Webinars

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sanitas
PROGRESSIVE SKINHEALTH

CUSTOMIZATION: THE FUTURE OF SKINCARE

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2/11

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING
FOCUS – FORTIFY, BODY, MEN + PROTECT
MONDAY, FEBRUARY 11 | 1:00 PM - 2:00 PM
Erin Shapiro, LE - Sanitas Educator

Join us for an exploration of our Fortify, Body, Men and Protect categories. Many common skin challenges stem from nutritional deficiencies or food allergies. You will learn how to incorporate simple, proven skin health tips along with the Sanitas line of targeted supplements into guest treatment plans. We will review our body product formulations and why they utilize the same bio-intelligent ingredients as our facial care. An in-depth examination of our non-toxic approach to UV protection and the most effective ways to educate your guests on the importance of sun protection will be covered. Finally, you will learn the features and benefits of our three step men's shaving system and how to incorporate it into a customized, daily skincare routine.

Fee: Complimentary

2/28

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING
FOCUS – PROGENERATE
THURSDAY, FEBRUARY 28 | 10:00 AM - 11:00 AM
Erin Whitesell, LE - Sanitas Educator

The Sanitas Progenerate collection features daily essentials that are specially formulated for sensitive, dry, normal, combination and oily skin types. In this webinar, you will learn how to customize guest product selections to help facilitate healthier skin and prep for the more active products featured in our Activate and Optimize categories. Ingredient technology, treatment room tips and appropriate home care programs will be covered.

Fee: Complimentary

2/4

WEBINAR: HOW TO ADDRESS WINTER SKIN WOES
MONDAY, FEBRUARY 4 | 1:00 PM - 2:00 PM
Erin Whitesell, LE - Sanitas Educator

When the seasons begin to change, it's likely your guests will experience changes in their skin. In fact, even the most balanced complexion can experience seasonal skin changes. In this class, you will learn what happens to skin during the cold months and what ingredients most effectively battle the skin issues that accompany the winter season. You will also learn how to get your clients started on a treatment series to not only maximize their skincare goals, but to ensure your retention during the slower months.

Fee: Complimentary

2/14

WEBINAR: HOW TO RETAIN CLIENTELE AND KEEP YOUR BOOKS FILLED
THURSDAY, FEBRUARY 14 | 10:00 AM - 11:00 AM
Erin Whitesell, LE - Sanitas Educator

You've done a lot of work to build your clientele; the question is, how can you keep them? A spa's livelihood depends largely on repeat customers and it's critical to understand what you can do to maintain a customer base. In this class, you'll learn techniques for incorporating protocols that leverage in-room upgrades and methods for mapping out a treatment series to help build repeat clientele. The growing importance of social media and the different varieties of outreach marketing will also be discussed.

Fee: Complimentary

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Sanitas Skincare Webinars

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2/21

WEBINAR: SANITAS CHEMICAL PEEL TRAINING

THURSDAY, FEBRUARY 21 | 1:00 PM - 2:00 PM
Erin Shapiro, LE - Sanitas Educator

Learn about the different types of chemical peels and discover which peels are most effective for each skin type and condition. Understanding Sanitas peel products and protocols will give you the knowledge and confidence to perform safe, therapeutic chemical peels.

Fee: Complimentary

2/25

WEBINAR: THE FACIAL DETOX ADVANTAGE: INTRODUCING THE NEW DETOXIFYING SCRUB MASK

MONDAY, FEBRUARY 25 | 1:00 PM - 2:00 PM
Erin Whitesell, LE - Sanitas Educator

It's been widely established that some form of exfoliation is crucial to a healthy skincare routine. Among the myriad of benefits, a good exfoliation helps prevent fine lines and wrinkles, creates an evenness of skin tone and brightens, all while improving absorption of other topical ingredients. Not all exfoliants are created equal however, and few are multifunctional. Join us for an exciting one hour webinar as we introduce the newest exfoliant to our Activate line, Detoxifying Scrub Mask. This active-packed, multifunctional scrub-and-mask-in-one is everything; it exfoliates, detoxifies, nourishes and brightens, all without robbing skin of essential moisture. This webinar will also include tips and tricks on how to incorporate different Sanitas products in alignment with the Detoxifying Scrub Mask to ensure the most effective results for your guests.

Fee: Complimentary

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3/7

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING

FOCUS – ACTIVATE

THURSDAY, MARCH 7 | 10:00 AM - 11:00 AM
Erin Shapiro, LE - Sanitas Educator

Created to elevate skin rejuvenation levels, the Sanitas Activate collection features products with ascending levels of the industry's highest ingredient concentrations. This webinar will focus on how to integrate these graduated strength game changers into your treatment room to generate instant and visible results. You will also learn how to customize homecare programs that will produce fast acting, enduring results for your guests.

Fee: Complimentary

3/28

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING

FOCUS – OPTIMIZE

THURSDAY, MARCH 28 | 1:00 PM - 2:00 PM
Erin Shapiro, LE - Sanitas Educator

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Fee: Complimentary

3/4

WEBINAR: KNOW THE DIFFERENCE: SENSITIVE VS. SENSITIZED SKIN

MONDAY, MARCH 4 | 1:00 PM - 2:00 PM
Erin Whitesell, LE - Sanitas Educator

Statistics show close to 50% of people claim to have some kind of skin sensitivity. While performing a skin analysis, sensitized skin can often be mistaken for sensitive skin. It's important to understand the differences to ensure proper topical and internal recommendations for your clients. This class will help you identify the differences between sensitive and sensitized skin and help identify the underlying root causes. Treatment strategies and protocols will also be covered.

Fee: Complimentary

3/12

WEBINAR: THE FACIAL DETOX ADVANTAGE: INTRODUCING THE NEW DETOXIFYING SCRUB MASK

TUESDAY, MARCH 12 | 10:00 AM - 11:00 AM
Erin Whitesell, LE - Sanitas Educator

It's been widely established that some form of exfoliation is crucial to a healthy skincare routine. Among the myriad of benefits, a good exfoliation helps prevent fine lines and wrinkles, creates an evenness of skin tone and brightens, all while improving absorption of other topical ingredients. Not all exfoliants are created equal however, and few are multifunctional. Join us for an exciting one hour webinar as we introduce the newest exfoliant to our Activate line, Detoxifying Scrub Mask. This active-packed, multifunctional scrub-and-mask-in-one is everything; it exfoliates, detoxifies, nourishes and brightens, all without robbing skin of essential moisture. This webinar will also include tips and tricks on how to incorporate different Sanitas products in alignment with the Detoxifying Scrub Mask to ensure the most effective results for your guests.

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March 2019 1 of 2

3/14

WEBINAR: SANITAS CHEMICAL PEEL TRAINING

THURSDAY, MARCH 14 | 10:00 AM - 11:00 AM
Erin Shapiro, LE - Sanitas Educator

Learn about the different types of chemical peels and discover which peels are most effective for each skin type and condition. Understanding Sanitas peel products and protocols will give you the knowledge and confidence to perform safe, therapeutic chemical peels.

Fee: Complimentary

3/18

WEBINAR: SKIN BIOLOGY: A DEEPER LOOK

MONDAY, MARCH 18 | 1:00 PM - 2:00 PM
Erin Whitesell, LE - Sanitas Educator

The scope of practice for estheticians focuses on the epidermis. However, with the advanced ingredient technology available to manufacturers today, often the cellular and intracellular matrix will benefit as well. This one hour session dives into the structure of the dermis and focuses on the key modulators that impact cell turnover, collagen synthesis and the overall enhanced glycosaminoglycan function.

Fee: Complimentary

3/26

WEBINAR: TOPICAL SKIN SUPPLEMENTS VITAMIN C + RETINOL – WHY TWO IS BETTER THAN ONE

TUESDAY, MARCH 26 | 10:00 AM - 11:00 AM
Erin Whitesell, LE - Sanitas Educator

The wrinkle fighting and complexion perfecting power of vitamin C and retinol are legion and both are absolutely essential for good skin health. These wunderkind ingredients are some of the most studied and utilized for a reason: they work and give real results to your guests in real time. In this webinar you will gain a better understanding of how to use the Sanitas Vitamin C Illuminate and Vitamin A Rejuvenate products to rebuild and activate skin health. Learn how to differentiate between products and devise safe and effective home care programs that will continue to strengthen your guests' skin over time.

Fee: Complimentary

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