

Sanitas Skincare Class Calendar

November 2018 1 of 2

11/5

PEPTIDES AND SKIN CARE

MONDAY, NOVEMBER 5 | 10:00 AM - 2:00 PM
Susan Trenka, LE - Sanitas Educator

Peptide technologies are constantly evolving and as a professional, it's vital to stay ahead of the curve. In this class, you'll learn why peptides are so effective in combatting skin discoloration, boosting microcirculation, affecting muscle contraction, and how they help promote smoother, firmer, stronger skin. We will also cover the use of peptides in the treatment room and strategies for effective home care recommendations.

Fee: Complimentary for existing Sanitas clients and \$50 for non-Sanitas clients

11/6

OPEN STUDENT DAY: HOW TO READ AN INGREDIENT DECK

TUESDAY, NOVEMBER 6 | 10:00 AM - 1:00 PM
Collene Fulton, LE - Sanitas Educator

Sanitas skin health programs achieve results by leveraging formulations that catalyze the skin's natural biochemical reactions. In this class you'll learn the language of product ingredient decks through the lens of science and skin biochemistry. You'll leave with an understanding of how to evaluate product ingredients to confidently address your clients' skincare needs.

Fee: Complimentary

11/12

SANITAS PRODUCT KNOWLEDGE TRAINING

MONDAY, NOVEMBER 12 | 10:00 AM - 3:00 PM
Jackie Cooper, LE + RDN - Sanitas Educator

Learn how to incorporate the Sanitas line into your practice so you can provide the most effective treatments for any skin type or skin challenge. Comprehensive training on the features and benefits of Sanitas products will be covered.

Fee: Complimentary

11/13

BRAZILIAN WAXING TECHNIQUES*

TUESDAY, NOVEMBER 13 | 10:00 AM - 1:00 PM
Belinda Swanson, LE - Sanitas Educator

Gain hands-on experience with this in-depth Brazilian waxing class. Learn to incorporate proven waxing techniques into your practice to increase your bottom line! This class will focus on proper protocols, safety, understanding contraindications and waxing etiquette. Must be willing to perform waxing during the class. Students will also be expected to receive waxing services or provide a model instead.

Fee: \$50 for existing Sanitas clients and \$75 for non-Sanitas clients

11/19

BECOME A SKINCARE INFLUENCER

MONDAY, NOVEMBER 19 | 10:00 AM - 12:00 PM
Erin Whitesell, LE - Sanitas Educator

People choose to visit professional therapists for treatments because they seek your expertise in helping them achieve a healthy lifestyle. However in today's ever-increasing online focused retail environment, it has become more difficult for brick and mortar businesses to compete. In this class, you will learn the latest service-to-retail sales goals (even for small businesses), how to effectively manage your inventory (and therefore cash flow) and how to leverage your website and online presence to maintain and increase retail sales. Topics covered will include proven methods for building a sales oriented team, how to create a powerful social media presence and how to create memberships and loyalty programs to keep you connected to your customers, both in and out of the treatment room.

Fee: Complimentary for existing Sanitas clients and \$25 for non-Sanitas clients

11/26

ADVANCED HYPERPIGMENTATION TREATMENTS*

MONDAY, NOVEMBER 26 | 10:00 AM - 3:00 PM
Erin Whitesell, LE - Sanitas Educator

Hyperpigmentation is one of the most common skin disorders and your ability to successfully treat it can help build a loyal customer base. This course will cover the causes (including the physiological reactions that occur within the skin), symptoms, diagnosis and treatments of hyperpigmentation. You will leave with a roadmap to the most effective in-room treatment protocols and home treatment plans, with a focus on nutrition as well as topical therapies.

Fee: \$50

*This class has a limited capacity and is only available to licensed estheticians

Registration

Call 303.449.1875 or 888.855.8425 or visit our website sanitas-skincare.com for more information or to register

Must register and pay in advance for all classes. Class times and locations are subject to change.

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PROGRESSIVE SKINHEALTH

Sanitas Skincare Class Calendar

November 2018 2 of 2

11/27

TREATING ACNE ACROSS THE AGES

TUESDAY, NOVEMBER 27 | 10:00 AM - 2:00 PM

Collene Fulton, LE - Sanitas Educator

According to The American Academy of Dermatology (AAD), between 40-50 million Americans suffer from some form of acne. As skincare professionals, we see these clients every day and know that acne can occur at any time of life and for many reasons. At Sanitas, we believe that when it comes to treating acne, one size does not fit all and as such, have developed the tools to help you make a difference. Broaden your knowledge of this sensitive topic with new found confidence via our treatment room and home care recommendations.

Fee: Complimentary for existing Sanitas clients and \$25 for non-Sanitas clients

11/29

ALL ABOUT MEN: FACIAL FITNESS AND BROW GROOMING

THURSDAY, NOVEMBER 29 | 10:00 AM - 3:00 PM

Jackie Cooper, LE + RDN - Sanitas Educator

According to ISPA, in 2005 only 29% of spa-goers were male. Today that figure has catapulted to 49%! With this change in attitude toward male grooming, men are rapidly becoming a substantial target market for spas. As the demand for qualified therapists specializing in male skin grows, so will the income potential. In this male-centric class you will learn how to market to the male sector as well as how to make your spa more appealing to men. We will also cover how male skin differs from female skin, treatment room techniques and considerations and how to tame unruly eyebrows. You will leave confident in your ability to work on this niche, yet thriving segment.

Fee: \$25 for existing Sanitas clients and \$50 for non-Sanitas clients

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Sanitas Skincare Webinars

November 2018

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.

11/8

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING

FOCUS - PROGENERATE

THURSDAY, NOVEMBER 8 | 1:00 PM - 2:00 PM

Erin Shapiro, 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

11/12

WEBINAR: WRINKLE REBELLION: SKIN RESTORATION WITH PEPTIDES

MONDAY, NOVEMBER 12 | 10:00 AM - 11:00 AM

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

11/15

WEBINAR: SANITAS CHEMICAL PEEL TRAINING

THURSDAY, NOVEMBER 15 | 1:00 PM - 2:00 PM

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

11/26

WEBINAR: HOW TO RETAIN CLIENTELE AND KEEP YOUR BOOKS FILLED

MONDAY, NOVEMBER 26 | 1:00 PM - 2:00 PM

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

11/29

WEBINAR: SKIN BIOLOGY: A DEEPER LOOK

THURSDAY, NOVEMBER 29 | 10:00 AM - 11:00 AM

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

Webinars

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Sanitas Skincare Training Institute

December 2018

12/3

DERMAPLANING*

MONDAY, DECEMBER 3 | 10:00 AM - 3:00 PM

Susan Trenka, LE - Sanitas Educator

Dermaplaning is an epidermal leveling that eradicates vellus hairs and exfoliates the stratum corneum layer at a deeper level. In this class, we will review skin anatomy, skin profiling, safety issues, proper sanitation, medical modalities and various products associated with dermaplaning. You will complete a full dermaplaning procedure with an enzyme or gommage peel on your student model. An introductory gift package will include disposable (single use only) blades with attached handles. This class is for licensed estheticians and registered nurses only. Supplies will be provided.

Fee: \$350

12/4

TREATING AGING SKIN

TUESDAY, DECEMBER 4 | 10:00 AM - 2:00 PM

Jackie Cooper, LE + RDN - Sanitas Educator

Statistics show that 60% of spa clientele are baby boomers interested in delaying the signs of aging. Differentiate your business by offering therapeutic and results oriented anti-aging treatments. This class will teach you about the science behind aging skin and which products and protocols are most effective.

Fee: Complimentary for existing Sanitas clients and \$50 for non-Sanitas clients

12/10

PEPTIDES AND SKIN CARE

MONDAY, DECEMBER 10 | 10:00 AM - 2:00 PM

Erin Whitesell, LE - Sanitas Educator

Peptide technologies are constantly evolving and as a professional, it's vital to stay ahead of the curve. In this class, you'll learn why peptides are so effective in combating skin discoloration, boosting microcirculation, affecting muscle contraction, and how they help promote smoother, firmer, stronger skin. We will also cover the use of peptides in the treatment room and strategies for effective home care recommendations.

Fee: Complimentary for existing Sanitas clients and \$50 for non-Sanitas clients

12/11

OPEN STUDENT DAY:

MODALITIES FOR ESTHETICIANS

TUESDAY, DECEMBER 11 | 10:00 AM - 1:00 PM

Belinda Swanson, LE - Sanitas Educator

Technology adds a competitive edge to your skincare practice and mastering professional tools such as brushes, sonic devices and light therapies can intensify treatment room results as well as boost your bottom line. Gain knowledge through classroom demonstrations and hands-on practice and leave equipped with real life skills and techniques that can help you grow a strong repeat client base.

Fee: Complimentary

12/17

SANITAS PRODUCT KNOWLEDGE TRAINING

TUESDAY, DECEMBER 17 | 10:00 AM - 3:00 PM

Jackie Cooper, LE + RDN - Sanitas Educator

Learn how to incorporate the Sanitas line into your practice so you can provide the most effective treatments for any skin type or skin challenge. Comprehensive training on the features and benefits of Sanitas products will be covered.

Fee: Complimentary

12/18

THE SANITAS CHEMICAL PEEL ADVANTAGE*

TUESDAY, DECEMBER 18 | 10:00 AM - 3:00 PM

Collene Fulton, LE - Sanitas Educator

The ability to deliver customized results is increasingly in demand and many of your customers are going to expect treatments that are created specifically for them. In this advanced class, you will gain a thorough understanding of how to intensify and tailor the effects of the Sanitas Peel Collection to create individualized solutions and outcomes for each guest. You will learn the latest technologies in peel application and layering techniques along with how to safely incorporate retinols to target multiple conditions for rapid results. The ability to prescribe personalized home care as well as how to effectively manage client expectations of the peel outcome will also be covered in this intensive, hands-on class.

Fee: \$25 for existing Sanitas clients and \$50 for non-Sanitas clients

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Sanitas Skincare Webinars

December 2018

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.

12/13

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING FOCUS – ACTIVATE

THURSDAY, DECEMBER 13 | 1:00 PM - 2:00 PM
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

12/3

WEBINAR: SANITAS CHEMICAL PEEL TRAINING

MONDAY, DECEMBER 3 | 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

12/6

WEBINAR: KNOW THE DIFFERENCE: SENSITIVE VS. SENSITIZED SKIN

THURSDAY, DECEMBER 6 | 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

12/17

WEBINAR: HOW TO ADDRESS WINTER SKIN WOES

MONDAY, DECEMBER 17 | 10:00 AM - 11:00 AM
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

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Sanitas Skincare Training Institute

January 2019

1/7

ACTIVE DELIVERY TECHNOLOGIES

MONDAY, JANUARY 7 | 10:00 AM - 1:00 PM

Alexis Mayne, Vice President Research & Development,
Sanitas Skincare

Become a delivery system expert in a class taught by Sanitas Skincare's Vice President of Research and Development, Alexis Mayne. Explore the science behind product formulas that use active ingredients, paired with strategic delivery systems, to create products that are targeted, stable and tactical. Learn how topical actives, such as Vitamin A, Vitamin C and AHAs can be optimally leveraged for efficacy and functionality through the use of precision delivery systems.

Fee: Complimentary for existing Sanitas clients and \$50 for non-Sanitas clients

1/8

GIVE YOURSELF A RAISE: MASTERING THE ART OF RETAIL SALES

TUESDAY, JANUARY 8 | 10:00 AM - 2:00 PM

Collene Fulton, LE - Sanitas Educator

In this tough, brick and mortar retail economy, managing the retail function in a salon or spa can often be an intimidating task. However, with the proper tools and tactics, retail sales can account for up to 45% of your salon or spa's earnings. In this Master Class, you will learn key strategies to overcome the most challenging obstacles to retail sales, how to increase your retail-to-services ratio and how to apply the same set of skills to increase your service revenue. You will leave with key, actionable steps to maximize your sales potential and build your brand equity.

Fee: \$25 for existing Sanitas clients and \$50 for non-Sanitas clients

1/14

SUGAR WAXING WITH MOXIE MEDICAL SPA

MONDAY, JANUARY 14 | 10:00 AM - 3:00 PM

Ronica Kirwin, Owner of Moxie Med Spa + COS,
and Heidi Schneeveis, LE

Sugaring dates back to as early as 1900 BC after it was discovered to remove hair while leaving the skin with very little irritation. Today, sugaring continues to be a popular choice of hair removal that leaves the skin supple, smooth and exfoliated. In this highly hands on class led by Moxie Med Spa founder, Ronica Kirwin, and Master Esthetician, Heidi Schneeveis, you will learn the most effective techniques to properly remove hair using sugar wax. The differences between sugar wax versus traditional wax, proper sanitation and appropriate pre- and post-wax care will also be discussed. Students should be prepared to give and receive waxing services. Maximum class size limit of 12 attendees.

Fee: \$150

1/15

FUNDAMENTALS OF SKIN BIOLOGY

TUESDAY, JANUARY 15 | 10:00 AM - 2:00 PM

Belinda Swanson, LE - Sanitas Educator

The skin is the body's largest and most environmentally sensitive organ. Comprehension of the skin's biology and cell renewal process imparts the knowledge necessary to address a variety of skin disorders to help your clients achieve stronger, healthier skin.

Fee: Complimentary for existing Sanitas clients and \$25 for non-Sanitas clients

1/22

SANITAS PRODUCT KNOWLEDGE TRAINING

TUESDAY, JANUARY 22 | 10:00 AM - 3:00 PM

Jackie Cooper, LE + RDN - Sanitas Educator

Learn how to incorporate the Sanitas line into your practice so you can provide the most effective treatments for any skin type or skin challenge. Comprehensive training on the features and benefits of Sanitas products will be covered.

Fee: Complimentary

1/28

DECODING THE DECK

MONDAY, JANUARY 28 | 10:00 AM - 3:00 PM

Jackie Cooper, LE + RDN - Sanitas Educator

Sanitas skin health programs achieve results by leveraging formulations that catalyze the skin's natural biochemical reactions. In this class, you'll learn the language of product ingredient decks, through the lens of science and skin biochemistry, and how to apply a practical understanding of ingredient technology to confidently address your client's skincare needs.

Fee: Complimentary for existing Sanitas clients and \$25 for non-Sanitas clients

1/29

OPEN STUDENT DAY: ACNE SOLUTIONS

TUESDAY, JANUARY 29 | 10:00 AM - 1:00 PM

Collene Fulton, LE - Sanitas Educator

According to The American Academy of Dermatology (AAD), between 40-50 million Americans suffer from some form of acne. As skincare professionals, we see these clients every day and know that acne can occur at any time of life and for many reasons. At Sanitas, we believe that when it comes to treating acne, one size does not fit all and as such, have developed the tools to help you make a difference. Broaden your knowledge of this sensitive topic with new found confidence via our in-room and home care recommendations.

Fee: Complimentary

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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

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Sanitas Skincare Class Calendar



SANITAS SKINCARE TRAINING INSTITUTE

The Sanitas Skincare Training Institute teaches that healthy, beautiful skin is the result of the right balance of stimulation and nourishment. Likewise, a successful skin care education is the result of intellectual stimulation and program elements designed to nourish the mind and encourage growth.

Our education program offers:

- Advanced theory and hands-on education
- Cutting-edge topics that include focused trainings on skin care, waxing, makeup, business, sales and marketing
- National seminars
- Targeted treatment protocols for all skin types

CANCELLATION POLICY

Out of respect for our instructors, the Sanitas Training Institute adheres to a stringent cancellation policy. Students cancelling within 48 hours or failing to show for class will be charged in full.

CLASS LOCATION

833 W. South Boulder Road
Building A
Louisville, CO 80027

Please note: All classes are held in
Louisville, CO unless otherwise stated.

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