

Sanitas Skincare Class Calendar

October 2018 1 of 2

10/1

FUNDAMENTALS OF SKIN BIOLOGY

MONDAY, OCTOBER 1 | 10:00 AM - 2:00 PM
Jackie Cooper, LE + RDN - 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: \$50

10/2

THE SANITAS SOLUTION: TREATING ACNE ACROSS THE AGES

TUESDAY, OCTOBER 2 | 10:00 AM - 2:00 PM
Belinda Swanson, LE - Sanitas Educator

According to the 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 for existing Sanitas clients and \$50 for non-Sanitas clients

10/8

NUTRITION AND SKIN HEALTH

MONDAY, OCTOBER 8 | 10:00 AM - 3:00 PM
Jackie Cooper, LE + RDN - Sanitas Educator

Skin is one of the first places a nutritional deficiency will manifest. Understand why nutrition is an essential component and how to identify and treat your clients' skin from a nutritional and biochemical understanding of the body. Incorporating nutritional strategies into your practice will allow you to offer the advanced skin care treatments that result in healthy skin and increased profits.

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

10/9

BROW AND BODY WAX*

TUESDAY, OCTOBER 9 | 10:00 AM - 1:00 PM
Belinda Swanson, LE - Sanitas Educator

In this class, you will learn in-depth techniques to enable you to become adept and comfortable with the use of both hard and soft waxes for the face and body. Extra emphasis will be given to brow shaping and methodology. Topics will also include how to conduct client consultations, appropriate pre- and post-wax care and the use of proper sanitation. Students should be prepared to give and receive waxing services.

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

10/15

SANITAS PRODUCT KNOWLEDGE TRAINING

MONDAY, OCTOBER 15 | 10:00 AM - 3:00 PM
Erin Whitesell, LE - 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

10/16

SEQUENTIAL LAYERING TECHNIQUES: MASKS AND PEELS*

TUESDAY, OCTOBER 16 | 10:00 AM - 3:00 PM
Collene Fulton, LE - Sanitas Educator

Chemical peels have been used for many decades to resurface and revitalize skin. Used alone, chemical peels can generate amazing results, but incorporating our new sequential layering technology will intensify the effects and allow you to better control the outcome of the treatment. In this class, you will learn how to formulate customized chemical peels that will allow you to engineer programs to facilitate the progression of results for your clients.

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

10/22

OPEN STUDENT DAY: BUILDING CLIENTELE WITH IN-ROOM UPGRADES AND SERIES SALES

MONDAY, OCTOBER 22 | 10:00 AM - 1:00 PM
Erin Whitesell, LE - Sanitas Educator

In this interactive class, you will learn simple techniques for incorporating protocols that leverage the Sanitas Progenerate Collection. You will also learn easy talking points for suggesting in-room upgrades and methods for mapping out a treatment series program to help build repeat clientele. The latter portion of the class will be devoted to demonstrations and hands-on training.

Fee: Complimentary

*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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Sanitas Skincare Class Calendar

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10/23

UNDERSTANDING MICROCURRENT THERAPY

TUESDAY, OCTOBER 23 | 10:00 AM - 2:00 PM

Susan Trenka, LE - Sanitas Educator

Commonly called the non-surgical face-lift, microcurrent is a valuable defense against aging and is steadily gaining demand for its ability to address skin tone and elasticity concerns. See a demonstration and learn how to incorporate this new therapy on your menu.

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

10/29

CHEMICAL PEELS: UNDERSTANDING THE BASICS*

MONDAY, OCTOBER 29 | 10:00 AM - 3:00 PM

Erin Whitesell, LE - Sanitas Educator

As a new esthetician, whether starting your own business or going to work in an existing practice, the importance of understanding how to safely perform chemical peels is paramount. This introductory class is designed to demystify the use of chemical peels and provide you with a basic platform to perform safe, therapeutic treatments. The different types of peels, which peels are most effective for each skin type and condition and a basic understanding of Sanitas peel products and protocols will be covered. The ideal precursor to the Sanitas Chemical Peel Advantage class, you will gain the confidence and knowledge to begin performing safe, therapeutic chemical peels.

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

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[Registration](#)

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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.

10/11

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING
FOCUS - OPTIMIZE
THURSDAY, OCTOBER 11 | 1:00 PM - 2:00 PM
Erin Whitesell, 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

10/25

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING
FOCUS - FORTIFY, BODY, MEN + PROTECT
THURSDAY, OCTOBER 25 | 1:00 PM - 2:00 PM
Erin Whitesell, 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

10/4

WEBINAR: SANITAS CHEMICAL PEEL TRAINING
THURSDAY, OCTOBER 4 | 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

10/8

WEBINAR: THE ART OF SPA RETAILING
MONDAY, OCTOBER 8 | 10:00 AM - 11:00 AM
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 Skincare Webinars

October 2018 2 of 2

10/18

**WEBINAR: TOPICAL SKIN SUPPLEMENTS:
ESSENTIAL VITAMIN C + RETINOL**
THURSDAY, OCTOBER 18 | 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

10/22

WEBINAR: IT'S ALL ABOUT THE LIPS
MONDAY, OCTOBER 22 | 1:00 PM - 2:00 PM
Erin Whitesell, LE - Sanitas Educator

Say hello to our new lip products, Conditioning Lip Polish and Redensifying Lip Complex. A quick scroll through Instagram reveals that one thing is very clear: the popularity of fuller lips is now a full-blown thing. Our new lip collection delivers everything you need to lift, define and nourish lackluster lips – all without nasty ingredients or needles! Join us for this one hour webinar and learn how these new additions can raise your revenue through increased retail sales and service offerings.

Fee: Complimentary

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Sanitas Skincare Training Institute

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 for existing Sanitas clients and \$25 for non-Sanitas clients

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
Jackie Cooper, LE + RDN - 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

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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

Erin Whitesell, LE - 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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11/1

WEBINAR: HOW TO ADDRESS WINTER SKIN WOES

THURSDAY, NOVEMBER 1 | 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

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

11/8

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

11/15

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

Webinars

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Sanitas Skincare Webinars

November 2018 2 of 2

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

12/4

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

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

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

12/18

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.

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December 2018

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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 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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