

Sanitas Skincare Class Calendar

September 2017

9/7

OPEN STUDENT DAY: MODALITIES FOR ESTHETICIANS

THURSDAY, SEPTEMBER 7 | 10:00 AM - 1:00 PM
Susan Trenka, 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

9/11

SANITAS PRODUCT KNOWLEDGE TRAINING

MONDAY, SEPTEMBER 11 | 10:00 AM - 3:00 PM
Amy Roberts, LE, Director of Education - Sanitas Skincare

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

9/12

UNDERSTANDING MICROCURRENT THERAPY**

TUESDAY, SEPTEMBER 12 | 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: \$25 for existing Sanitas clients and \$50 for non-Sanitas clients

9/18

GIVE YOURSELF A RAISE: CONQUERING THE ART OF RETAIL SALES

MONDAY, SEPTEMBER 18 | 10:00 AM - 3:00 PM
Toshiana Baker, 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: Complimentary

9/19

ADVANCED WAXING TECHNIQUES: FROM BROWS TO BRAZILIANS**

TUESDAY, SEPTEMBER 19 | 9:00 AM - 4:00 PM
Toshiana Baker, LE - Sanitas Educator

Become a Bombshell Certified Waxologist, proficient in head-to-toe waxing, in this hands-on, Master Class. You will learn proper body positioning, which types of waxes pair best with specific services, how to make your guests comfortable and the latest, advanced techniques for reducing waxing time and guest discomfort. Industry standards in pricing and scheduling will be covered along with strategies for building a successful waxing business. All participants will receive a certificate of completion.

Fee: \$300

9/25

CHEMICAL PEELS: UNDERSTANDING THE BASICS**

MONDAY, SEPTEMBER 25 | 10:00 AM - 3:00 PM
Jackie Cooper, 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

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

Registration

Call 303.449.1875 or 888.855.8425 for more information or to register.
Must register and pay in advance for all classes. Class times and locations are subject to change.

sanitas
PROGRESSIVE SKINHEALTH

Sanitas Skincare Class Calendar

October 2017

10/9

SANITAS PRODUCT KNOWLEDGE TRAINING

MONDAY, OCTOBER 9 | 10:00 AM - 3:00 PM

Amy Roberts, LE, Director of Education - Sanitas Skincare

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

10/10

THE SANITAS CHEMICAL PEEL ADVANTAGE**

TUESDAY, OCTOBER 10 | 10:00 AM - 3:00 PM

Susan Trenka, 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: Complimentary for existing Sanitas clients and \$25 for non-Sanitas clients

10/12

OPEN STUDENT DAY: CONQUERING THE ART OF RETAIL SALES

THURSDAY, OCTOBER 12 | 10:00 AM - 1:00 PM

Jackie Cooper, 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.

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PROGRESSIVE SKINHEALTH

10/17

BROW MASTERY: SHAPING, LASH AND BROW TINTING**

TUESDAY, OCTOBER 17 | 10:00 AM - 2:00 PM

Collene Fulton, LE - Sanitas Educator

Mastering one of the hottest niche markets in our industry will increase your profitability and differentiate you from the competition. This three hour skill building workshop will highlight the steps and materials needed for you to become a true brow expert. Supplies will be provided.

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

10/23

THE MIND-SKIN CONNECTION: THE NEXT GENERATION OF SKINCARE

MONDAY, OCTOBER 23 | 9:30 AM - 12:30 PM

Dr. Heidi Roles, DC - Sanitas Educator

What do emotions have to do with the skin? The answer is, everything! The bond between the mind and skin is very real and growing evidence suggests that stress and emotional issues can intersect with skin physiology to become the root cause of many common skin disorders. In this class you will learn how to recognize and evaluate emotional patterns that can profoundly affect the skin and interfere with your treatment plans. Other topics covered include how to utilize powerful techniques such as EFT (Emotional Freedom Technology), color and sound therapy, essential oils and meditation to facilitate emotional clearing and pave the way for your topical treatments to most effectively function. Elevate the whole body wellness aspects of your practice with this innovative, forward thinking class.

Fee: \$50

10/23

SANITAS MULTI-CORRECTIVE MASKING TECHNIQUES

MONDAY, OCTOBER 23 | 1:30 PM - 4:00 PM

Collene Fulton, LE - Sanitas Educator

Masking was the top Google searched beauty term of 2017. Find out what all of the buzz is about as we delve into what makes masking the key beauty trend of the moment. Help your guests be their Instagram best by learning how to create tailor-made mask cocktails as well as therapeutic application techniques to cater unique results for their individual needs. Dial in potent exfoliation, deep purification, noticeable lifting and intense calming with these masking methods guaranteed to deliver instant and long-lasting results for your guests. This class includes demonstration, hands-on training, retailing techniques and a sneak preview of the newest addition to the Sanitas line, Gentle Refining Mask.

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

10/30

PEPTIDES AND SKINCARE

MONDAY, OCTOBER 30 | 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 promoting smoother, firmer, stronger skin. We will also cover the use of peptides in the treatment room and strategies for effective home care recommendations.

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

Sanitas Skincare Class Calendar

November 2017

11/6

CHEMICAL PEELS: UNDERSTANDING THE BASICS**

MONDAY, NOVEMBER 6 | 10:00 AM - 3:00 PM
Susan Trenka, 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

11/7

SANITAS PRODUCT KNOWLEDGE TRAINING

TUESDAY, NOVEMBER 7 | 10:00 AM - 3:00 PM
Amy Roberts, LE, Director of Education - Sanitas Skincare

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

11/9

OPEN STUDENT DAY: PROGRESSIVE SKIN HEALTH PROGRAMS

THURSDAY, NOVEMBER 9 | 10:00 AM - 1:00 PM
Jamie Reinhardt, LE - Sanitas Educator

In this competitive industry, converting new clients into loyal customers is a critical component for business growth. Continuing to produce results for your guests (as their skin grows healthier) can be challenging, yet is crucial for generating repeat business. In this class you will learn how to unlock the creative potential of your backbar and how to custom tailor programs to meet your guests' skin health goals. We will cover the BioIntelligent ingredient science and strategy that supports Sanitas products and how to effectively navigate our brand architecture to create customized results. You will leave this class confident in your ability to build and maintain your book of business by continually progressing your clients' skin health.

Fee: Complimentary

11/13

ALL ABOUT MEN: FACIAL FITNESS AND BROW GROOMING

MONDAY, NOVEMBER 13 | 10:00 AM - 3:00 PM
Jamie Reinhardt, 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

11/14

BROW MASTERY: SHAPING, LASH AND BROW TINTING**

TUESDAY, NOVEMBER 14 | 10:00 AM - 2:00 PM
Collene Fulton, LE - Sanitas Educator

Mastering one of the hottest niche markets in our industry will increase your profitability and differentiate you from the competition. This three hour skill building workshop will highlight the steps and materials needed for you to become a true brow expert. Supplies will be provided.

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

11/16

ECO-FRIENDLY SPA AND SUSTAINABLE BUSINESS MODELS

THURSDAY, NOVEMBER 16 | 10:00 AM - 2:00 PM
Collene Fulton, LE - Sanitas Educator

Going green is not a trend – it's here to stay! Wellness oriented consumers are often environmentally oriented consumers and displaying sustainable sensibility is becoming an important consideration for many spa goers. Although it can seem overwhelming at first, there are many small adjustments you can make to pave the way toward a greener spa. In this class, you will receive simple, inexpensive, easily implemented ideas for managing your resources, reducing waste and conserving water and energy. We will also help with generating marketing strategies, how to increase staff engagement and how to encourage community involvement. You will leave with the knowledge of how to save your company money and enhance its image, while simultaneously helping sustain the environment.

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

11/20

WEBINAR: SANITAS PRODUCT KNOWLEDGE TRAINING

MONDAY, NOVEMBER 20 | 9:30 am - 11:30 AM
Jamie Reinhardt, 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

11/28

HIGH ALTITUDE SKINCARE: ARID ENVIRONMENT ANTIDOTE

TUESDAY, NOVEMBER 28 | 10:00 AM - 2:00 PM
Collene Fulton, LE - Sanitas Educator

Combating low moisture levels in the skin and protecting it from damaging UV rays are constant battles for those of us that live at high altitude. When the skin is constantly exposed to arid environmental aggressors, achieving optimal skin health can be a daunting task for even the most seasoned skincare professional. In this Colorado inspired class, you will gain a better understanding of the climate we live in and how crucial proper skincare is to maintaining the integrity and health of the skin. You will leave with the knowledge of how to design skincare and nutritional programs for mountain lovers and how to treat dehydrated, wind-ravaged or sun-damaged skin.

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

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



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.

Registration

Call 303.449.1875 or 888.855.8425 for more information or to register.
Must register and pay in advance for all classes. Class times and locations are subject to change.