



Dermatech Academy

Skin Technology Training and Consulting
for
Aestheticians, Medical Professionals, Cosmetologists, and Educators

The Professional's Skin School

*"Tell me and I forget. Teach me and I
remember. Involve me and I learn."*

— *Benjamin Franklin: 18th century statesman, scientist, and writer*

www.dermatechacademy.com

E-mail: pheitz@dermatechacadaemy.com

(518)-261-1236 (local)

1-888-261-4598

DISTANCE LEARNING - ONLINE COURSES AND ONSITE WORKSHOPS

All Dermatech Modules Require:

- **Dermatech Manual**
- **Participation in Hands-on Workshops (if applicable)**
- **Completion of theory component**
- **Completion of Practice Journal**
- **Payment in Full and Registration 2 weeks prior to start date**

Table of Contents

Page 3:	STAFF
Page 4-5:	M.A.C. in a BOX TM - Turn Key Business Model- Sessions I, II and III <ul style="list-style-type: none">• Front Desk Protocols and ROI (return on investment) staff models• Staff training for service providers and front desk personnel• Marketing Planning and Best Practices
Page 6:	Module I.- <u>Basic Skin Care Procedures for the SKIN CARE THERAPIST</u> (Recommended for Licensed Cosmetologists and/or Licensed LPN or RN)
Page 7:	Module Ib. <u>Recognizing Skin Disorders and how to Treat and/or Manage</u> Module Ic. <u>Exfoliation Techniques and Therapeutic Peel Protocols</u>
Page 8:	Module Id. <u>Product Recommendation-Customized Client Protocols</u>
Page 9:	Module II <u>Therapeutic Peeling Techniques</u>
Page 10:	Module III <u>DERMAPLANE – + PEEL PROTOCOLS</u>
Page 11:	Module VI <u>Basic Makeup Techniques</u>

STAFF:

Patricia Heitz, Consultant, NYS Licensed Proprietary Teacher, CIDESCO Diploma Holder

Patricia has been in the beauty/aesthetics industry since 1975, first as a licensed Cosmetologist and then as a licensed NYS Esthetician. She has worked as a manufacturer's representative and trainer for multiple Skin and Hair product manufacturers, as well as worked as a consultant and trainer in the Medical Aesthetics space consulting with physicians and aesthetic practice owners on enhancing profitability. She has also serviced as an Esthetics School Director and Instructor and is the holder of the prestigious CIDESCO Diploma, an international diploma held by only approximately 1% of estheticians in the U.S.

Additionally, she has been an educator for Milady's Career Institute as well as an author for Milady's Esthetics Standard and Comprehensive Textbooks and DVD series and has had many articles published in industry magazines.

Her passion for education is contagious and you will leave her sessions feeling inspired!

CLASS OFFERINGS

M.A.C. in a BOX™ *(Medical Aesthetics and Cosmetics)*

A Turn Key Business Model for any Aesthetic Practice or Medical Spa

This series of classes are both an introduction as well as a core of the M.A.C. in a Box™ business model in running an efficient, synergistic and profitable Aesthetic business. The sessions offered are:

- **Front Desk Protocols**
- **Synergistic Services and Products**
- **Sales and Marketing Plans and Opportunities**

Session I

FRONT DESK FIRST

DESCRIPTION:

**This class will consist of 5 hours of online theory work, and 5 hours of online practice.
Total Hours = 10**

This session is for any salon, spa or Aesthetic Practice front desk staff member or Manager to learn how to operate and/or manage the front desk as a marketing tool.

Subjects covered are:

- Convert phone call and/or email leads into appointments
- Convert single appointments into packages
- Fill in empty spaces in the appointment book for aesthetic services
- Up sell and cross sell techniques
- Support and assist in the operational “flow” of the patient throughout the aesthetics department
- Create a “ROI” (return on investment) for aesthetic front desk coordinators

Cost: \$150.00 per person

**Includes training manual Scheduled dates: To be scheduled
(Please contact us if you have 3 or more online participants)**

Onsite: add \$100.00 per person, but requires higher minimum of students depending on location

Session II

SYNERGISTIC SERVICES AND PRODUCTS

This class will consist of 5 hours of online theory work, and 5 hours of online practice.

Total Hours = 10

This session offers information on how to:

- Package synergistic products and services (bundle)
- Create a long term treatment plan with each patient
- Efficiently and Effectively perform an initial Assessment/Analyzation with each patient so as to:
 - Create long term treatment plan for ALL their Aesthetic concerns
 - Synergize the effect of each service with upgradable services
 - Help patient improve or maintain results of services with synergistic products for home care

Cost: \$150.00 per person

**Includes training manual Scheduled dates: To be scheduled - Please contact us
(requires 3 or more online participants)**

Onsite: add \$100.00 per person, but requires higher minimum of students depending on location

Session III

SALES AND MARKETING PLANS AND OPPORTUNITIES

This class will consist of 5 hours of online theory work, and 5 hours of online practice.

Total Hours = 10

This session offers information on:

- Reviewing your current marketing strategy
- Development of an updated marketing plan
- Establishing/Utilizing an advertising budget
- Creation of internal marketing plan with current data base
- Social marketing techniques
- Creating Synergy across all advertising mediums
- Establishing your “brand”
- Tracking results
- Sales and Marketing Opportunities throughout the Patient “flow”

Cost: \$150.00 per person- Includes Training manual

Scheduled dates: To be scheduled - Please contact us (requires 3 or more online participants)

Onsite: add \$100.00 per person, but requires higher minimum of students depending on location

Take all three sessions – save \$50.00

STAFF TRAINING

Module I.

Basic Skin Care Procedures for the SKIN CARE THERAPIST **(Recommended for Licensed Cosmetologists and/or Licensed LPN or RN)**

The following modules, part of the package of **Basic Skin Care Procedures for the SKIN CARE THERAPIST** can be taken as an ONLINE only class, individually, or as a package. Once all the theory components are completed, the student may then take only the hands-on portions when scheduled in their geographic area.

Module Ia.- **Skin Physiology and its Application in Skin Treatments**

DESCRIPTION:

This class will consist of **5** hours of online theory work, and **7** hours of practice.
Total Hours = **12**

Subjects covered are:

- Skin Structures/Skin Functions-how this applies to treatments and products
- Layers of the Skin-What kind of ingredients and/or treatments affect what layers
- How the skin is nourished – overview of blood and lymph systems
- Cell Replacement/Turnover
- Skin Pigmentation-Disorders
- Basic Skin Treatment Protocols
- Basic Skin Analysis

Cost: \$125.00

(Includes training manual) Scheduled dates: To be scheduled – (Please contact us if you have 3 or more online participants)

(Onsite: add \$20.00 per person, but requires higher minimum of students depending on location)

Module Ib.

Recognizing Skin Disorders and how to Treat and/or Manage

DESCRIPTION:

This class will consist of 7 hours of online theory work, and 7 hours of practice.
Total Hours = 14

Subjects covered are:

- Explain and understand dermatology terms related to skin conditions and lesions.
- Common Skin Disorders and conditions that the Esthetician can affect
- Skin Disorders and conditions that the Esthetician cannot affect
- How to recognize and treat- Basic Skin Analysis

Cost: \$150.00 **Scheduled dates:** **Please call for further information. This class requires minimum number of students**

Registration deadline:

(Includes training manual)

(Onsite/hands-on-add: \$40.00 per person)

Module Ic.

Exfoliation Techniques and Therapeutic Peel Protocols

DESCRIPTION:

This class will consist of 7 hours of online theory work and 10 hours of practice
= 17 hours

Subjects covered are:

- Types of Exfoliation Treatments
- Types of Exfoliation Treatments best suited for what skin type and/or condition
- Types of Therapeutic Peeling Protocols for what Skin Types
- Contraindications of Exfoliation Treatments and/or Peels

Cost: \$175.00

Scheduled dates:

Please call for further information. Class requires minimum number of students

(Includes training manual)

ADD Hands on only 1 DAY-\$95.00 per person (call for locations and dates)

Module Id.

Product Recommendation-Customized Client Protocols

DESCRIPTION:

This course will include **3** hours of on-line theory work with **10** hours of practice.
= **13** hours

Subjects covered are:

- Review of Skin Analysis and Consultation
- Correct choice of products for skin type as used professionally
- Correct choice of products for skin type as used in home care recommendation
- How to put together a professional treatment plan professionally and home care

This course will allow the Skin Care Therapist to offer additional efficiency in results oriented skin care protocols.

Cost: \$125.00

Scheduled dates:

**Please call for further information. Class requires minimum number of students
(Includes training manual)**

**FOR ENTIRE COURSE FOR BASIC SKIN CARE PROCEDURES FOR THE SKIN CARE
THERAPIST: = \$575.00**

Take all 4 modules - SAVE \$50.00 - \$550.00

(For Package Price, All four courses must be registered and paid for in full at the time of registration)

DISTANCE LEARNING AND ONSITE TRAINING

Module II

Therapeutic Peeling Techniques

(Requires completion of Module I or proof of aesthetic experience/license)

Includes Hands-on and Online Theory/Practice

DESCRIPTION:

This course will encompass **7** hours of hands-on workshop with **10** hours of theory and practice, and a 1 day hands-on workshop. The theory and practice on-line portion will be completed over a 2 week period prior to the 1 (**7** hours) day hands-on workshops.

Total hours = **24**

The subjects covered are:

Treatments for:

- Anti-Aging
- Acne Management
- Rosacea
- Hyperpigmentation

by use of:

- AHA Peels – Glycolic and Lactic
- BHA Peels – Salicylic, Jessners

This course will allow the Skin Care Therapist to offer basic Peeling Protocols for the most common skin disorders found in the medical or salon/spa setting.

Cost: \$350.00

(Includes Introductory Peel kit)

Please call for locations and start dates. Class requires minimum numbers of students depending on location

Module III

DERMAPLANE – + PEEL PROTOCOLS

(Requires completion of Module II or proof of experience working with peels)

Hands-on and online theory/practice

DESCRIPTION:

This course will encompass **6** hours of hands-on training with **5** hours of on-line theory work prior to the 1 day (7 hours) hands-on workshop.

Total hours = **18**

The subjects covered are:

- Review of Skin Physiology
- Review of Skin Analysis and Consultation
- Review of Peel Options
- Dermaplane technology
- Dermaplane protocols with peels

This course will allow the Skin Care Therapist/Aesthetician to offer Dermaplane + Epidermal Peeling protocols in a medical setting.

Cost: \$295.00 per person

Please call for locations and start dates. Class requires minimum numbers of students depending on location

Hands on/ Onsite ONLY (no online pre work) 2 day workshop

This workshop will encompass **12** hours of onsite classroom and workshop on theory of dermaplane physiology, peel physiology and protocols, and hands on training on models (you must supply your own models)

This course will allow the Skin Care Therapist to offer Dermaplane and Epidermal Peeling protocols in a medical setting.

Cost: \$400.00 per person

Please call for locations and start dates. Class requires minimum numbers of students depending on location

Module VI

Basic Makeup Techniques

Hands-on and online theory/practice

DESCRIPTION:

This course will include **3** hours of on-line theory work with 5 hours of practice, and **7** hours of hands-on workshop.

Subjects covered are:

- Basic makeup procedures for salon/spa setting
- Evening into Glamour makeup
- Basic Medical Aesthetics makeup

This course will allow the Skin Care Therapist to offer Basic Makeup Services as well as consultation on makeup after surgical procedures.

Cost: \$150.00

(Includes makeup kit)

Please call for locations and start dates. This class requires minimum numbers of students depending on location

**ON-SITE SALON/SPA/MEDICAL OFFICE CONSULTING AND TRAINING
IS AVAILABLE**

Please contact for customized packages

