



Sustainable Esthetician

By  
SkineerArt L.A.

# HOW I GOT STARTED



1999 Retail at Nordstrom

2002 Receptionist for Toni & Guy (TiGi)

2004 Education Specialist and Lead Advisor for Aveda (AELS)

2005 Chanel Makeup Artist

2007 Licensed Esthetician

2010 Corporate Education- Corporate basic esthetics & makeup artistry instructor.

2011 Corporate Education- Director of Retail & Promotions

2013 R&D for my Co-op idea to help end unemployment for licensed professionals

2016 SkingineerArt L.A. my private practice is launched and Co-op is implemented.

2017 My 3 month Co-op Internship is modified into a 1 Day workshop, The Sustainable Esthetician

# WORKSHOP BREAKDOWN



## Part 1

Meet and Greet (30 minutes)

Sustainable Culture (90 mins)

Lunch (90 mins)

## Part 2

Sustainable Studio (90 mins)

Break (30 mins)

Sustainable Operations (90 mins)

Discussion (30 mins)

# SUSTAINABLE CULTURE 101



- Importance of certified organic ingredients
- Biodegradable & Sustainable synthetics “Occurs in Nature” for integrative skin care.
- Sustainable supplies whenever able for your treatment rooms
- Limit water usage to measured amounts. (this was especially important during the California drought)
- Authenticity to yourself and your service brand.
- Educate your clients in sustainability by attending community symposiums or groups. I recommend you hosting your own too.

# SUSTAINABLE STUDIO 101



## Proper Licensing, Permits and Credentials

- State Esthetician's License
  - City Business License
  - EIN/TIN
  - Sellers Permit
  - DCA Establishment License (This is different than your city business license)
  - Liability Insurance
- \*any other insurances you might need to cover your business establishment

# SUSTAINABLE OPERATIONS 101



- Logs
- Scheduling
- Day to day operations
- Sustainable options and systems
- File keeping
- Purchasing
- Bookkeeping
- Interviewing and Hiring Independent Contractors (1099)