



Course Includes:

- Extensive training materials
- Continental breakfast and lunch daily
- A personalized tour of the Institut' DERMed Spa.
- Institut' DERMed spa treatments will be offered to all students at a 50% professional discount.
- You'll also receive product gifts from Institut' DERMed and a daily drawing for free future advanced training classes.
- Plus, each student will take home the unique Preston Method™ comedone extractor for professional use!

Location:

Institut' DERMed College of Advanced Aesthetics Training Center
5589 Peachtree Road
Atlanta, Georgia 30341

*In respect for all participants and in order to provide a genuinely inspiring program, we must reserve the right to postpone or decline a registration request if it is determined that the program is incompatible with an applicant's present skill or occupation. Thank you for your understanding.

To learn more or to register, go to our websites at www.prestoninc.net www.idermed.com or call us toll-free at 866-433-7633 ext. 102

Esthetician's Mastery Course

A Rare Career Growth Experience!

January 28 to February 1, 2007
Atlanta, Georgia

New from Preston Inc. and Institut' DERMed College of Advanced Aesthetics

This is a special invitation from two of America's most highly regarded skin care professionals, Douglas Preston and Lyn Ross, for an exclusive 5-day Esthetics Mastery training program. This incredible course will teach our select students the most advanced technical and practice-building skills available anywhere!

As many of you know, Douglas Preston achieved an extremely successful career in professional esthetics, having created many original techniques in service delivery, client retention, skin extractions and much more. Renowned Esthetician Lyn Ross is a true pioneer in advanced anti-aging and acne control methods, and has earned a devoted following among estheticians that seek only the best in professional education. During this empowering course your presenters will teach you the techniques and systems they used to achieve their own business success.

The program is a rare career growth experience, and is limited to 12 ambitious and career-minded students, those that are driven to be at the absolute top of their profession. We'll work hard but with sensitivity and care, and you'll emerge from this experience truly transformed with far greater skill, insight and amazing professional confidence! Our graduates can expect to immediately attract more clients, earn far more income, and have an impressive credential that will make a positive competitive difference when applying for professional skin care positions. If you're truly serious about taking your career to that legendary next level, the Esthetician's Mastery course is the surest way to get there!

Tuition for this rare career growth experience is only \$2,500.00.

Seats are limited and registration is available on a first-come, first-served basis so don't delay in reserving your place!

Special hotel rates with free shuttle transportation available at:

Holiday Inn Select
(770)457-6363

Residence Inn-Marriott
(770)455-4446



PRESTON • INC.

spa business solutions

institut' DERMed™

a serious skin care product
and MediClinical spas

Your instructors

DOUGLAS PRESTON is a top business consultant and frequent lecturer in the day and medical spa industry. He is considered the master of spa profit and management improvement strategies, and has helped over 400 spas and salons internationally to achieve it. His work and expertise has been featured on CNN, America Online's Startup business reality series, and Fine Living channel. Preston's business articles regularly appear in *Dermascope*, *Spa Management Journal*, *Medical Spa Journal*, *Spa 20/20*, *BeautyNZ*, and numerous others. He also contributes as an editorial advisor to several respected spa trade publications. Preston is past-president of Aesthetics International Association (AIA), and serves as a committee chairman /advisory board member for The Day Spa Association (DSA). He frequently hosts and speaks at some of the industry's most respected trade events. The Day Spa Association presented Preston its prestigious Spa Person of the Year award in January 2006. Preston has an extensive background in professional esthetics and career development, licensed in California since 1982.

LYN ROSS, President of the Institut' DERMed Spa Enterprise, is licensed through the Georgia State Board of Cosmetology as both a Master Esthetician and Esthetic Instructor. She has over 25 years experience in the field of professional skin care. Lyn's passion for skin care grew from her personal need to heal both the physical and physiological afflictions of teenage acne.

Lyn has become a true pioneer of the MediClinical Spa Industry, owning and operating Atlanta's most prestigious MedSpa for 17 years. Determined to promise results and make a difference for her beloved clients, in 1994 Lyn created the Institut' DERMed Cosmeceutical product line and founded the Institut' DERMed College of Advanced Aesthetics. Today Lyn's focus is educating both clients and professional skin care specialists on the results oriented treatment techniques that she developed to address and correct problematic skin conditions. Additionally, Lyn writes articles on skin health and contributes regularly to trade publications as well as textbooks and is a current Board Member of the International Medical Spa Association.

Esthetician's Mastery Course

Daily Schedule
January 28–February 1, 2007
Atlanta, Georgia

Here's what you'll learn in our five remarkable days together:

Day 1:

- An in-depth understanding of the 5-Star skin care professional: the new YOU
- Identifying your career focus, direction and goals
- The psychology of your ideal client and how to WOW them
- Refining your professional image and stand-out customer service story
- Role-play of important esthetician/client questions, challenges, and opportunities

Day 2:

- Learning and practicing the loyalty-winning Preston client pre-treatment consultation
- Selecting and selling skin care service programs in complete confidence
- Post treatment client follow-up contact methods and role-play to perfect your expertise
- How to get any job you want in the skin care profession! We include the world's BEST job interviewing techniques from hard-to-impress former employer, Douglas Preston.

Day 3:

- Histology of acne grades I, II, III and hyperpigmentation
- Overview of topical medications and how they work to correct problematic skin
- Learn how to customize treatments using enzymes, acids and benzoyl peroxide
- When to integrate MicroDermabrasion, LED Light and IPL Laser treatments for accelerated results with active acne and stubborn hyperpigmentation
- How educating the client personalizes the treatment and insures home care compliance

Day 4:

- Understand the dynamics of aging and sensitive skin
- Overview of advances in topical medications for skin rejuvenation
- Learn how to layer superficial peels with potent anti-oxidant infusion therapies
- Accelerate skin rejuvenation with Derma-planning, Jessner solution and TCA Peels
- Create Lifestyle programs that incorporate Cosmeceutical Products, MicroDermabrasion and IPL Photo Facials for long term age management

Day 5:

- How to market yourself and your services (creating your story and signature treatment)
- Product sales made E-A-S-Y
- How to get more client referrals more often
- Introduction to the Preston Method Guided Visualization Facial technique
- A special guided visualization session to help you build career confidence now
- Graduation ceremony and beautiful certificate awarded
- A personal letter of professional endorsement from Douglas Preston and Lyn Ross
- Group photo for publication in major skin care trade magazines

To learn more or to register, go to our websites at

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866-433-7633 ext. 102

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