

*Why*

## **Why Choose an Associated Skin Care Professionals Practitioner?**

Your skin care treatments should be provided by a properly trained professional. Don't hesitate to ask your skin care therapist about his or her background, training, and experience—especially as it relates to the treatment you are considering.



As a member of ASCP, your skin care professional's state licensing credentials and/or core training have been verified. ASCP members follow a code of ethics, ensuring you're treated responsibly, confidentially, and with utmost respect. As a member, your skin care professional has comprehensive information on changing trends and treatments, so you'll receive the most up-to-date care.

Compliments of:

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**Our licensed & Insured Professionals make the care you need affordable and accessible to all!!**

# **Home Care: An Excellent Investment**



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MEMBER



# Products for You

In today's rapidly growing beauty world, an estimated 40,000-plus cosmetic and skin care products in the United States are competing for your attention and dollars. The choices are truly overwhelming. To capture your business, manufacturers of over-the-counter products spend vast sums of money on marketing and advertising to distinguish what they offer from each of the other 39,999 items vying for your attention.

Here's the good news: you don't have to sort out all of this information to find the best products for your skin. No need to rely on the trial-and-error, one-size-fits-all approach. Your skin care professional can offer you home care products that are superior to over-the-counter products and are designed for the unique and evolving needs of your skin, health, and lifestyle.

## The Professional Approach

Every dollar you invest in skin care treatments with your esthetician works harder for you when you support it with the highly specialized professional products he or she offers. Your

esthetician is a skilled professional with significant knowledge that helps determine what's best for your skin. Forty-nine out of 50 states require estheticians to get training and pass an examination before becoming licensed. Three-quarters of these licensed professionals have completed 600 or more hours of training.

A major advantage to getting professional advice is that your visit includes a thorough skin analysis before treatment. Your esthetician will take a health history from you, asking about any medications you are taking or allergies you have. This is factored into your treatment. None of this is available when you buy something in a retail setting or over the Internet.

Because professional products are available to you from your licensed esthetician, the law allows higher concentrations of active ingredients in these products. This means you are getting more effective formulations with better and faster results. This makes your investment in products and your home care regimen all the more valuable.

The proper home care regimen enhances and maintains the results from your treatments and prepares your skin for further care. It will greatly increase the effectiveness of certain procedures only a professional can provide, such as chemical exfoliation and microdermabrasion. With an



esthetician's care, you have the opportunity to ask questions and express any concerns you might have about your skin. Your routine and the products you use could very well change over time; only expert care can determine this.

## Think Value

While professional skin care products and services may seem more expensive at first, they offer a better value. You will likely need less product per application since the active ingredients are more concentrated. You will achieve better results and gain more from your esthetician visits if you maintain the correct home care regimen. And you'll have confidence in knowing your products have been chosen for your skin, health, and lifestyle by someone with skill and knowledge.