

Esty Educator

For this industry veteran, mentoring others was the natural next step

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ASCP Member Since 1999



HOW DID YOU FIRST FALL IN LOVE WITH SKIN CARE?

I grew up on a goat farm in rural Northern California. Each day, my mom woke up at 4:30 a.m. to milk the goats. Part of her morning routine always included “putting her face on.” She taught me the importance of greeting every day feeling your best, even if it was just the goats who would see you! When I was in my teens, she gave me a book by Helen Gurley Brown. It was about dressing for the job you want, not the job you have. I read that book cover to cover and learned much more than how to dress. I don’t think my mom realized the impact that book would have on me. It taught me about the power women have and how to harness it. I was a gawky teenager who felt controlled by my father and the world in general, and this book spoke to me. Between my mom’s example and the powerful words in the books, skin care, makeup, and fashion became more than frivolous, girly stuff.

WHY DID YOU DECIDE TO BECOME A MENTOR AND EDUCATOR?

I worked in the treatment room and as a professional makeup artist for two decades. I built a thriving day spa and a bridal beauty business that catered to the booming bridal business of the Sonoma and Napa Valleys in Northern California. The need for skilled makeup artists grew as my business grew,

so I created a makeup artist training academy. When I taught, I felt amazing. I fell in love with teaching because I enjoy and value empowering women entrepreneurs.

WHAT’S THE BEST PART ABOUT BEING AN EDUCATOR FOR A MAJOR PRODUCT MANUFACTURER?

It’s the support I get from Image Skincare. When I had my own business, I spent countless hours behind the scenes choosing each product I would work with. I designed the artwork and copy for marketing materials, including menus, brochures, ads, and later, web design and social media campaigns. Image Skincare has incredible support for the skin care professional, allowing professionals to spend more time with their customers. I help my clients with every aspect of running a skin care business—

from setting up a treatment room to learning the science of advanced chemical peels.

WHAT ARE SOME OF THE CHALLENGES?

When I started working as a manager and educator four years ago, I spent many hours on the road driving to all my accounts and prospecting in the six Northern California counties that make up my territory. I realized I had over 365 accounts, and I could either spend one day a year with each account or I could work smarter and have them come to me. I developed a training schedule that allowed my accounts to meet me once a month. They can get over 30 hours of education each year at my trainings held in the San Francisco Bay area. My monthly classes are each three hours long and are Image Skincare Certification Classes. I make sure each class has enough content so the esthetician is inspired to return each month. I still do a lot of driving to prospect and meet accounts, but attendance at my monthly certification classes have grown dramatically in the last four years.

WHAT ADVICE WOULD YOU GIVE TO ESTHETICIANS WHO WANT A SKIN CARE CAREER OUTSIDE THE TREATMENT ROOM?

First, you must believe in the product. In my 20-year career prior to this job, I carried eight other professional skin care lines trying to find one that truly delivered results. I was about to give up on offering skin care services and only offer services that I knew I could deliver results on—such as waxing and makeup—when I gave Image Skincare a chance. Second, you should have maturity and experience in the industry. I absolutely love what I do and feel so blessed that the opportunity presented itself when it did. I feel it’s not only a natural progression for seasoned skin care professionals to educate and mentor, but also very necessary. ☺