



Building A Thriving & Relevant Career With the Right Competencies

As medical esthetics becomes more commonplace and the therapeutic applications of skin care practitioners go beyond the norms of esthetic procedures the treatments administered in medical settings are becoming just another part of a continuum of the healthcare delivery system. The majority of persons seeking skin care or help for appearance issues in doctor's facilities most likely, would never believe that their esthetic providers would be less than well-trained and less proficient members of a physician's caregiving team. They would just assume that their esthetic treatment providers know how to reduce their margin of error. Patients just automatically think that esthetic caregivers are required to justify their treatment systems to their physician-employers and other members of their medical provider team when they slip up. The harsh reality is, most esthetic technicians think the flawless execution of their services really does not matter because if they did they would not go into a medical facility and profess to be qualified clinically trained esthetic practitioners without knowing every aspect of the analytical component of their work.

Proper Training in the Science of Medical Esthetics is Required

Not only have the majority of esthetic caregivers providing treatments in medical environments never been properly integrated into a healthcare setting, most are not even familiar with, let alone, satisfactorily skilled in the analytic component of clinically administered skin care. In addition, they are not addressing the numerous appearance issues so prevalent among cosmetic patient types so they can coordinate their efforts with others who offer medical-grade treatment applications.

By the nature of their clinical work, esthetic clinicians are perceived by most patients as their advocates and therefore, the tasks they perform dictate that they be better educated in a broader range of multi-esthetic intelligences that fall under the heading of personal-improvement. For esthetic clinicians to achieve the expectations of cosmetic patients and their physicians they must possess the aptitude required to re-think their treatment strategies and if called upon to do so, at times, reverse unpredicted and potentially harmful therapeutic outcomes. They should also have the Knowledgeability to introduce esthetic techniques and image improvement systems so they can make a greater impact on the physical presentation of all cosmetic patient types.

Why Technical Training is Not Enough to Ensure Peak Performance

Most of the medical esthetic training that is presently being offered in medical spas and physicians practices is inadequate at best because it focuses too much on the technical aspects of the work which do not necessarily grow & develop the careers of skin care providers. The curricula in these seminars are highly controlled by cosmetic and equipment manufactures. They use the lure of inexpensive advanced education to capitalize on the enormous sales potential of the anti-aging market. Most of the coursework is not competency based training because it is less about knowing and more about doing.

The Analytic Component Adds Value & Meaning To Medical Esthetic Work

Without a clear understanding of the analytic component of clinical esthetics skin care technicians are limiting their career and earning options and are most likely to end up in low-influencing and low-paying, dull & repetitious jobs that are centered on the operation of skin care devices. The intellectual component helps practitioners make enormous professional strides for themselves and awards them the credentials to prove their professional value in the medical marketplace.

Mastery of the science of medical esthetic intelligence:

- Stretches esthetic provider's skills
- Allows for the development of new esthetic treatment models in clinical environments
- Helps to introduce & implement cosmetic patient information-based esthetic approaches to inspire patients to make physical changes
- Encourages greater mutuality between esthetic providers and medically trained patient caregivers
- Reorganizes the sequenced delivery of esthetic therapies so that treatments can be better synchronized with medical-grade procedures
- Provides a vast opportunity for career advancement & increases earning potential

Staying Safe, Legal & Within the Scope of Practice

Another problem with strictly technical training that is becoming more and more apparent is that if skin care specialists start to provide too many mechanicalized treatments in areas where they are not qualified to do so they can end up losing their licensing because their actions can be viewed as unprofessional and unsafe conduct by their licensing boards.

Inspiring Esthetic Providers to Become Peak Performers

Our institute takes a very different approach because of our founder's Victoria L. Rayner's extensive clinical experience and insights into the medical field. Her impressions of the clinical esthetic component in medical settings and her diligent attention to voids in cosmetic patient esthetic services puts the role of the Certified Esthetic Clinician™ in an entirely different perspective. Esthetic practitioners have many different attributes to bring to a clinically centered, appearance improvement operation, but none of these professional traits is as underutilized as that of the beauty enhancement specialist's imagination. It is the framework responsible for a wider spectrum of more productive and profitable esthetic caregiving in a medical spa, dermatologist's or a plastic surgeon's practice.

Additional Facets of Cosmetic Patient Care Increase Status & Earnings

Rayner does not disagree that the technician approach to esthetic care is not valuable. Clinically based esthetic providers must possess many diverse skill sets but the operation of equipment and the application of skin care formulations tends to dominate the thinking of skin care professionals entering into medical esthetics who really possess the intellectual capabilities and talents to do and earn so much more.

Esthetic providers that move beyond skin care treatments and commit to advanced studies that cover the entire spectrum that will ensure the flawless execution of Medical Esthetic Intelligence™" are beyond a doubt the industry's top performers who are the best qualified to make the highest wages and will, in the future, have the most job security. It is not that they differ not so much from their peers in which positions they chose to take, but in how they use what they know and what opportunities they create for themselves.

During the past two and a half decades of clinical practice education development, Victoria Rayner has discovered the following:

- That the job description does not create the Certified Esthetic Clinician's™ role – the requirements of cosmetic patients will dictate the specifics of the work situation and the emphasis on specific appearance issues varies from practice to medical practice and medical spa to laser center
- The clinical role does not make the esthetician medical – the esthetic provider takes on the responsibility to expand on his or her skill set to fill the clinical role that is constantly evolving and is never stagnant
- The Certified Esthetic Clinician™ is not a solo practitioner – he or she is an integral part of the entire patient caregiving team
- The esthetic clinician is not the work he or she does, each is their own professional and as a certified esthetic clinician is destined to become a

highly-regarded associate to the medical practices or medical spas he she is affiliated with and even though their role is somewhat self-interpretive it must echo the philosophy of the medical director & the rest of the medical staff

- There is no professional truth in the product or device dependency training approach which leaves the student lacking in the more pertinent knowledge necessary to move beyond his or her earning capacity and advance his or her career – the Certified Esthetic Clinician's™ responsibilities and accountabilities to cosmetic patients are infinitely broader than one's ability to perform one or two trendy esthetic procedures that may later be considered out of the scope of his or her practice & illegal for him or her to perform

Extraordinary Knowledgeability & Higher Qualifications

To prepare skin care service providers to work among health care professionals and to break through medical practice barriers requires a dynamic learning curve with a sharp emphasis on the analytic component to ensure their successful transition. The introduction to the Science of Medical Esthetic Intelligence™ through an understanding of the six complexities of the work and the application of critical reasoning skills addresses the entire spectrum of cosmetic patient challenges and prepares the esthetic clinician to address these issues as they arise when patients are in their care.

Our graduates that complete all six of our certification course study programs make themselves irreplaceable as valuable resources not just to cosmetic patients but to all members of healthcare who they interface with. They are highly skilled to work with patients on physical self-acceptance issues and to assist them with self-image challenges by offering them various opportunities to explore a whole host of improvement options.

Esthetic Intelligence vs. The Technical Device or Product Driven Approach

Esthetic intelligence is the major competency that instantly and definitively separates the salon or spa technician from the Certified Esthetic Clinician™ in the minds of patients and all allied healthcare personnel. They perceive esthetic clinicians as treatment providers that possess visual appearance improvement thinking so they can see their therapeutic approach at its conclusion even before beginning the esthetic process. They gather and organize facts about their patients to create many choices in order to bring about what the patient's is envisioning as his or her physical ideal.

Unlike the salon or spa skilled technician, other patient caregivers view the Master Certified Esthetic Clinician™ as an esthetic knowledge worker because they have completed the dictates of the entire "Science of Medical Esthetic Intelligence". They have achieved a higher distinction through their commitment to study not one, but an infinite number of appearance

measures as a means of offering a broader range of patient services. Master Certified Esthetic Clinicians™ see themselves as full-fledged appearance coaches with certification who are qualified to facilitate all phases of the physical development of cosmetic patient types.

Our graduates know when they choose our learning programs that they are doing something entirely different from the rest of aspiring medical esthetic providers. The intellectual component takes more concentration to master because it covers every detail taking the delivery of appearance services to the next level which changes the income and professional status of those who placed their attention on the analytic component providing an more solid underlying structure for their esthetic contribution to medical spas or physician's practices.

Why We Are Able to Offer Our Graduates the Distinctive Trade Service Mark

After twenty-six years of experience in assisting patients with medical esthetic measures, establishing and staffing cosmetic rehabilitation clinics in university hospitals, authoring industry textbooks on appearance issues, instructing industry leaders and academicians on each aspect of the science of esthetic intelligence we now offer our distinctive, non-replicable service mark to our graduates.

We have created six inter-related, distance education programs focusing on the entire science of Medical Esthetic Intelligence™. This academic effort took us seven years to complete. We knew that the field of medical esthetics would grow and as educators felt ethically compelled to further prepare our students who aspire to achieve the highest status in medical esthetics and to fill the most financially rewarding positions.

We choose to do this with a fourteen-month distance education program which would permit our students with busy lives and monetary challenges that must be met to learn how to overcome the uncertainties and obstacles that they will encounter transitioning into clinical environments by participating in a program that would only take them 7-10 hours per week of study. Our training curriculums, our fifteen-year certifications and our service mark for Master Certification as an Certified Esthetic Clinician™ simply cannot be found elsewhere and cannot be duplicated. All the information is based on one very particular and authentic source. For over twenty-six years, the institute's founder has studied, practiced, published and established medical esthetic facilities. All of the knowledge in the six training programs has originated from her perspectives of esthetic caregiving in clinical environments from her first hand encounters with patients in university hospitals departments, burn centers and from eighteen years of private esthetic practice.

Safety First Point of Care Philosophy

The legally recognized certifications and the trade service mark we provide to our students are well-recognized guarantees that serve as symbols of quality assurance to patients, physicians and the public. It is a symbol that announces that care they will be given is backed by our institute's long standing reputation of two-and-a-half decades of training and career development in the field of medical esthetics.

The trade service mark of Master Certified Esthetic Clinician™ reflects the uncompromising flawless execution of medical esthetic care and promotes a "safety first" point-of-care approach that our institute's graduates have decidedly dedicated themselves to providing. Each of our six certifications have been scrutinized by state licensing agencies and we have met every facet of their regulatory criteria for continuing education requirements – not just for nurses to obtain CEU's as well as cosmetology instructors but also for esthetic providers who wish to distinguish themselves as esthetic clinicians since 1995. Our founder and all our educators are steadfast in their commitment to the analytic component, the very core of the science of medical esthetic intelligence.

The First to Introduce Medical Esthetics Distance Education

We are the first to introduce distance education programs for Medical Esthetic Intelligence™ training because we recognize the complexities of clinical esthetic practices and as a consequence, the dire necessity for a shift in the educational paradigm. Distance education gives due diligence to the analytic performance component, the analytically based, visual thinking process that is at the very core of the clinical approach to beauty enhancement services in a medical setting.

The first step is in-depth training. To be fully qualified to perform treatments on patients the skin care practitioner must be familiar with all the dynamics of esthetic caregiving that cover all the various appearance issues and not just how to carry out the technical aspects of patient service providing.

Disregarding the different learning approaches we offer (certification for each separate component of care with the option of taking one or more or all) to obtain the distinction of "Master Certified Esthetic Clinician™" our graduates must have a total understanding of and six certifications encompassed by all aspects of care that fall under the heading of "Science of Medical Esthetic Intelligence"

Our trainees that complete these six certification courses upon the passage of their final examination and their graduation will:

- Be issued a trade service mark that identifies them as A-list esthetic performers
- Prominence in the field of medical esthetics – w/ medically recognized board certification in six separate areas of care
- A series of sensible and realistic reversal strategies for poor therapeutic outcomes, marketing and business development
- A plan for medical practice integration that is closely monitored to help minimize the differences in workplace arrangements that the graduates of our programs may encounter and strategies to ensure medical office culture acceptance
- Sound backup resources for difficulties in clinical adaptations after their training program has concluded – with our “Experts-on-Call for can’t wait clinical mishaps or emergencies concerning other clinical dilemmas
- Introduction to strategies that will assist the esthetic clinician™ to make quite clear the criteria by which he or she came to his or her therapeutic conclusions (a presentation method that identifies the important considerations taken into account as well as the critical reasoning logical judgment behind these measures)
- An opportunity to advance career options and increase livelihood with additional studies never-before-offered to students in medical esthetics
- A seat on our advisory council that will lead to the advancement of professional standards and the performance behaviors of those who wish to service cosmetic patients by providing esthetic solutions for all their appearance concerns

An End to the Disparity Between Technicians & Knowledge Workers

The science of medical esthetic intelligence narrows the disparity between technicians and highly qualified knowledge workers. Although, we have six separate levels of certification – we believe that an esthetic practitioners that work in medical settings with other highly educated and expertly qualified healthcare providers must be skilled in all facets of esthetic patient care services not just the hands-on focus that can compromise their licensing and professional integrity.

It is our position that educators who wish to teach medical esthetics must produce more than the currently popular mass-market approach to medical esthetics coursework that reflects only the trendy-device or product driven, hands-on training component. When a spa or salon service provider leaves his or her beauty enhancement environment to join a medical practice or when he or she decides to team with other healthcare providers in a medical spa or a laser clinic he or she must understand that this new workplace will be a completely foreign environment. Total knowledge of all therapeutic modalities administered by all who work in the clinical setting is indicated (even the in-depth knowledge of treatments that the esthetic provider will never perform because of regulated service restrictions) must be studied. This body of professional knowledge is essential to widen the esthetic

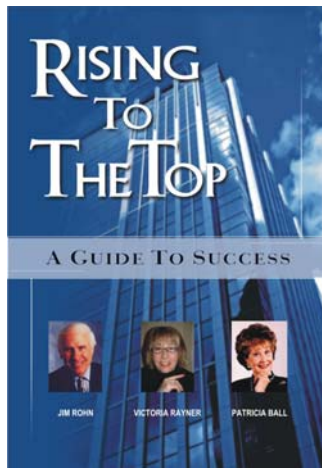
clinician's sphere of influence and to help him or her to move forward with the positioning of his or her appearance division, minimize cross-point care risk factors and to transition from a specialist to the next stage of development as a generalist who can communicate effectively with the rest of the patient care team.



TUITION COST ANALYSIS DEMONSTRATING TRAINEE'S SAVINGS

BASED ON CONSUMER PRICE INDEX (1.70%) COST OF LIVING INCREASE TUITION RATE FREEZE FROM 1997 TO 2006

Course Descriptions	Cost of Certification Training if Tuition Fees Reflected Current 2006 Course Study Rates @ 1.70% Inflation Rate Since 1997	Tuition Rates Only Based on the Cost of Certified Educ. Units (\$50.00 Per Unit)	What our Students Are Paying Today As A Result of Our Freeze on Tuition Rates Since 1997	Partially Paid Scholarship Awarded To Offset Nine Year Cost Increase Tuition Difference Absorbed by Institute Trainees Savings Per Program	Institute Assumes Full Financial Responsibility For: <ul style="list-style-type: none"> • Textbooks • Workbooks • Manuals • DVD's • Correspondence Fees • Camouflage & Color Draping Kits & Other Start-up Materials • Plus Salaries of Assigned Weekly Tutors @ \$25.00 per Session
Dermatology Skin Care (30 Ceu's - 6 Wks/study)	\$2,555.00	\$50x30 Ceu's	\$1,500.00	\$1,055.00	\$230.00 plus tutor salary \$150.00
Skin Care Management for Menopause & Hormonal Dysfunction (25 Ceu's - 5 Wks/study)	\$2,125.00	\$50x25 Ceu's	\$1,250.00	\$875.00	\$315.00 plus tutor salary \$125.00
Advanced Marketing Management Level 1 – (25 CEU's – 5 Wks/study)	\$2,125.00	\$50x25 Ceu's	\$1,250.00	\$875.00	\$325.00 plus tutor salary \$150.00
Advanced Marketing Management Level 2 (25 Ceu's – 5 Wks/study)	\$2,125.00	\$50x25 Ceu's	\$1,250.00	\$875.00	\$465.00 plus tutor salary \$150.00
Camouflage Therapy (50 Ceu's – 6 Wks/ study)	\$4,250.00	\$50x50 Ceu's	\$2,500.00	\$1,750.00	\$465.00 plus tutor salary \$150.00
Appearance Counseling (50 Ceu's - 12 Wks/study)	\$4,250.00	\$50x50 Ceu's	\$2,500.00	\$1,750.00	\$706.00 plus tutor salary level 1 & 6 Wks Course Extension = \$300.00
Appearance Counseling – Extended Version (6 Wks/study)	6 Study Program Extension \$2,500.00 Value Scholarship - Paid In Full -		No Charge	No Charge	
How To Launch & Build A Medical Esthetic Practice (Ceu's – 6 Wks/study)	\$4,250.00	\$50x50 Ceu's	\$2,500.00	\$1,750.00	\$700.00 plus tutor salary \$75.00
Total	\$21,680.00	250 Ceu's	\$12,750.00 (Total Pkg. Quote Includes Scholarships)	\$8,930.00 (Institute Pays/Student Save On Pkg.)	\$3,691.00 (Grant From Institute To Cover All Teaching Aids & Learning Materials for Pkg.)



IMMEDIATE NEWS RELEASE!!!

In An Age of Diminished Career Expectations Comes a Refreshing New Book Chronicling the Accomplishments of Fourteen Professionals that Achieved Success by Helping Others to Meet their Objectives.

Washington DC June 22, 2006 - Introducing a new publication entitled "Rising to the Top" by Insight publishing to be released in August of 2006 w/Jim Rohn & Patricia Ball, two of the world's most successful motivational speakers and performance consultants. This book is good news for anyone who has ever wanted to make it up the career ladder by nudging others to also reach the top. Not just another career guide, this book profiles Victoria L. Rayner, who made a career following the guidelines provided by Jim Rohn and adhering to the simple, yet, highly sensible strategies of Ms. Ball.

Rayner a leader in medical esthetics was among the first to introduce the concept of cosmetic rehabilitation therapy by assisting patients with disfigurements to normalize their appearance with her special cosmetic techniques. Rayner started her career in 1979 as an esthetic clinician practicing camouflage and worked her way up to director of four outpatient clinics and eventually begin teaching others to do the same. For the past twenty-six years Rayner has opened cosmetic rehabilitation centers in university hospitals, authored textbooks in the field of medicine as well as writing business and professional empowerment books for women. Traveling to countries as far from away from her home as Turkey, Rayner is living proof that if you're willing to help others and have something of value to say, you can have a voice that can be heard round the world. Rayner's interview along with thirteen other well-known career professionals proves that while earnings, professional growth, and opportunities are considered essential elements to success there is more to professional achievement than just financial gain. Each of the fourteen highly regarded speakers and celebrities selected for inclusion in the publication, has a different story to share about their rise to the top, but each interview makes the same consistent point, the importance of successors making a valuable contribution to others who are also trying to maximize their strengths.

Victoria L. Rayner, who presently resides in Washington DC, but is a fourth generation Californian is also an honoree in the 2005 Marquis Who's Who of America and the 2006 Who's Who in Medicine & Healthcare. Rayner is considered one of the nations most accomplished in the field of medically-related skin care training, advanced business studies and career advancement. Rayner owns and operates two bicoastal career development centers which she attributes to following the dictates of

success outlined by her mentor of over two decades Jim Rohn. In 2004 Rayner accepted a position as an Honorary Chairman to the Business Advisory Council in Washington DC. For the past seven and a half years while personally financing a major portion of her student's tuitions through a series of grants and scholarships, Rayner researched and wrote six hundred and twenty-four course study hours of distance education programs for job and business development in the United States and abroad and to date has completed a total of two-hundred and twenty-four articles on professional topics ranging from personal appearance issues to career management guidelines, business establishments & Consulting. Rayner occupies a study desk at the Library of Congress where she is currently working on yet, another project for the American Medical Woman's Association for online education – a series of six programs for physicians on business intelligence strategies.

This book, "Rising to the Top" challenges the assumption that the only way to get ahead these days in the world of business is to walk over the backs of others. It reveals amazing stories of those who made it by following ethical values and what they have to say is very significant indeed.