

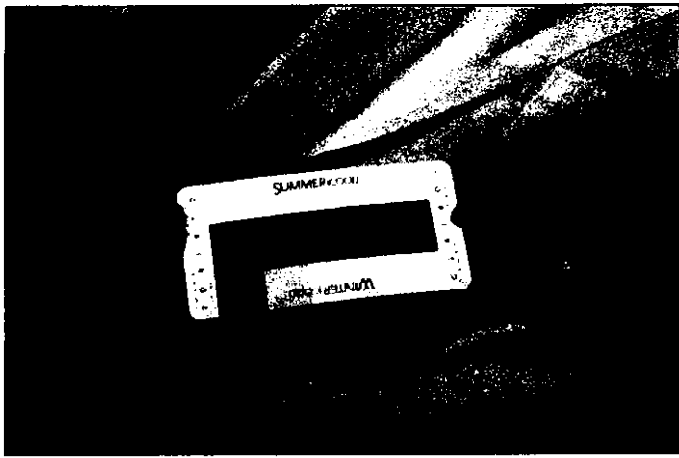


MAKING CLIENTS LOOK AND FEEL BETTER IS 'THE PRIME FOCUS BEHIND AESTHETICS. EVERY AESTHETICIAN KNOWS THAT BY IMPROVING THE APPEARANCE OF THEIR CLIENTS SKIN, INADVERTENTLY, THEY HELP THE CLIENT INCREASE THEIR SELF-ESTEEM AS WE REVITALIZE THE CLIENT'S COMPLEXION WITH A NEW SKIN CARE REGIMEN, THE CLIENT STARTS TO DISCOVER HE OR SHE IS MORE ATTRACTIVE AND AS A RESULT THEY BECOME MORE CONFIDENT TAKE IT ONE STEP FURTHER AND ADD THE SKILLED APPLICATION OF ENHANCEMENT MAKE-UP, SUGGESTIONS ON HOW TO CAMOUFLAGE FIGURE PROBLEMS AND FABRIC DRAPING TO CONFIRM 'THE CLIENT'S COLOR SEASON. AND A REMARKABLE IMPROVEMENT IN THE CLIENT'S APPEARANCE TRANSPIRES. YOU! CAN IMMEDIATELY SEE THE PSYCHOLOGICAL EFFECTS OF THIS TRANSFORMATION. IT IS REFLECTED IN THE CLIENT'S FACUL EXPRESSION, BODY LANGUAGE, POSTURE AND EVEN IN THEIR VOICE INFLECTION.

Empowering Our Clients with Appearance Counseling

In today's competitive business environment, the survival of the skin care salon is not assured. New services are necessary to attract and hold on to our customers. Smart aestheticians are sitting back and reevaluating the most important needs of their clients. These beauty practitioners recognize that the more support they can provide to their clients, the less financial uncertainty they will have to face.

Concern with appearance is more than just vanity. Working professionals are confronted with subtle and indirect pressures to physically define themselves in a world with younger competitors and changing corporate organizational structures. With the current shifts in the economy, down-sizing and massive layoffs in the workforce, competition among working professionals for getting and keeping high paying positions is stiff. There is evidence that power dressing can



Accurate information is essential to performing a correct color analysis. Here, a simple color chart is used to determine the client's skin color.

make all the difference in career success and actually give an individual seeking employment an advantage. Cultivating a polished appearance makes positive impressions on others. A job candidate whose appearance is pleasing to the eye has a better chance of capturing and holding the attention of the interviewer.

It is not by accident that the majority of successful people are those that make a conscious effort to look their best. Research by psychologists confirms that working professionals who are "polished" often earn up to \$10,000 a year more than their equally qualified counterparts. Inevitably, the professional with a commanding presence wins out.

The Halo Effect

A good example of how our presentation affects and influences others is the halo effect. The halo effect is a phenomenon that occurs from the first moment we encounter another person. It is the visual impression we initially make on others as a result of our posture, body movements, facial gestures, and clothing. The definition of the word halo is a circle of light appearing to surround a shining body. The term halo effect denotes this powerful psychological influence our visual appearance makes on others at that first meeting.

Studies indicate that the first four observations people initially make when they encounter another person are age, sex, race and clothing. This research has substantiated that social interaction occurs within the first four minutes of an initial encounter. In this brief amount of time all opinions and assumptions are formulated. The halo effect supports the theory that first impressions make lasting impressions. It stresses the importance of presenting one's self in a way that favors the manner in which one wishes to be perceived.

To make others conscious of us, we need to attract their attention. When we attract attention to ourselves, people immediately view us in terms of their reaction to whatever we attracted their attention with. If we attract their attention with an outer image that they see as undesirable (tacky, ridiculous, or repulsive) they regard us as having those qualities. Conversely, we can use "props" to secure our status and leave an impression on others that suggests prestige, authority and intelligence.

In other words, to strike others favorably we must immediately project distinctive qualities that are considered attractive in our culture.

Society sets the standards of what is considered physically attractive or acceptable. If we do not fit into that mold we are considered unattractive. On the other hand, these standards can be learned and these points are

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Barbara Salomone is founder of the Conservatory of Esthetics advanced skincare training centers, and president of Bioelements

BARBARA ANSWERS YOUR QUESTIONS ABOUT BIOELEMENTS

WHAT DOES BIOELEMENTS CONTAIN?

Bioelements formulas feature pure essential oils, oriental herbs, and plant extracts. Natural ingredients to keep skin looking its best. Bioelements also formulates with anti-oxidants, alpha-hydroxy acids and liposomes—scientific ingredients that offer maximum results. And, because every skin is different, Bioelements gives you the option of custom blending additional active ingredients into salon treatments and take-home products.

HOW IS THE BLENDING DONE?

The salon treatments are custom blended in single portions as you need them. It takes less than a minute to create a customized mask, serum, exfoliator or creme. For take-home products, the Bioelements Actives are added directly into the retail sizes. It's a quick, easy system that lets you design an infinite range of individualized formulas for each client's skin.

WHAT ABOUT PACKAGING?

Bioelements products come in sophisticated glass jars and bottles - just like the top cosmetic lines found in department stores. Even sample sizes are packaged in glass. Here's why. Glass has the sophisticated "upmarket" look your clients are used to. Plus, glass is easily recycled. And, most important of all, glass keeps products looking and smelling fresh. Essential oils keep their aroma, masks stay moist and creamy, and gels don't "shrink".

HOW CAN I GET MORE INFORMATION?

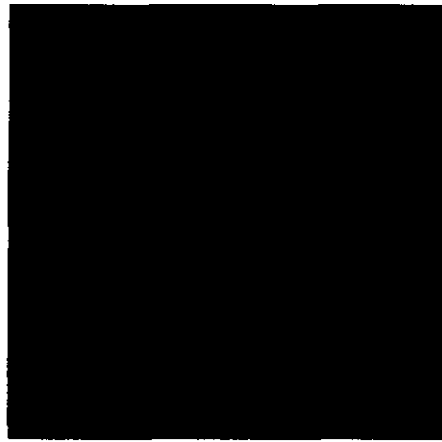
To learn more about Bioelements, attend a free, no-obligation Bioelements Cosmetic Chemistry class at the Conservatory of Esthetics in Chicago or Los Angeles. Or come to one of our traveling Bioelements classes held in major cities around the country. Call us at 1-800-433-6650 for a schedule of dates and locations. If you would like to try Bioelements for yourself, ask us for your free Bioelements information and Customized Sample Kit* when you call.

*Kit available to professional salons and medical offices only.



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worth special attention. People who dress by deliberately masterminding their outer image, effectively increase their chances of success and greatly reduce the chances of being misunderstood.

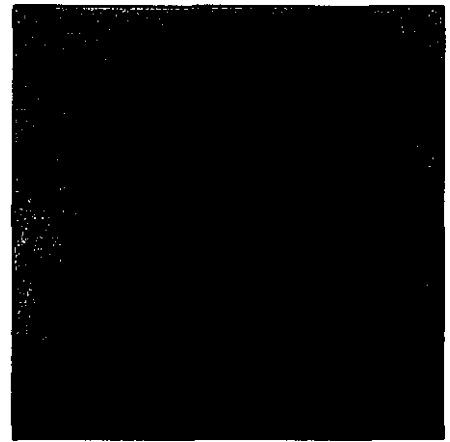
What Is Appearance Counseling?

Appearance counseling has as much to do with the psychological aspects surrounding personal appearance as it does with the art of costuming. The client is provided with information on the psychology of dress. This information is helpful because it sharpens the client's perspective on how their manner of dressing influences the way others see them. It also makes them more aware of the symbolism of apparel and color in our culture, and the effect that they have on the human psyche. Once presented with these insights clients can use this knowledge to change the impact that their appearance has on others.

Every person can learn to have a more influential appearance. There are a variety of tools, techniques and guidelines which can provide people with a more compelling image. This is the focus and aim of appearance counseling. Appearance counselors help their clients obtain images of distinction; presentations that are worth special attention. They supply their clients with the essential weapons they need to hypnotize others. They are impression creators.

True distinction results when judgement and skill are used in adapting the best in fashion to the client's particular needs. Fashion forecasters claim that authenticity is the trend of the 90s. Appearance counselors assist their clients in custom-designing their image to help them achieve a convincing new identity: an identity that reflects who they really are.

Physical attractiveness is a combination of many qualities. In order for us to look our best, our appearances must reflect and be in harmony with our age, personality, profession, mode of living, personal taste, body silhouette, facial features, facial shape and our seasonal color group.



Appearance counseling is an interactive service that permits clients to participate in developing "the right look" for themselves; one that projects individuality and personal power. With the appearance counselor's leadership, clients learn how to make an accurate assessment of their physical self. They work with the counselor to create an image that is a worthy expression of their talents, abilities and their character, based on realistic evaluation.

Beneficial to Client and Aesthetician

The psychology behind personal appearance is not new to most aestheticians, but the concept of teaching it to their clients to assist them in gaining position and power in the workplace is. Discovery of the techniques for making one's clients more interesting-looking and thus more noticed, rewarded and promoted will provide a tremendous financial benefit to Aestheticians in the future.

You can learn more about appearance counseling by attending workshops on this new service. An experienced counselor can explain how to successfully embody this new concept and will provide you with a list of all the necessary materials needed to enter into this new field.

Victoria Rayner, a fifteen-year veteran of esthetics, was voted Esthetician of the Year and is the recipient of the International Make-up Society's Outstanding Achievement Award. She has authored two books: *Clinical Cosmetics: A Medical Approach to Esthetic Procedures*, and *A Survival Guide for Today's Career Woman*. Founder and director of the Camouflage Clinic, Victoria is the owner and an instructor of Advanced Skin Care and Training Centers in San Francisco, California which can provide additional information and an overview of the skills required for appearance counseling.

