

**O**ften, we get into the trap of believing that the only way to make money in esthetics is through facials, glycolic peels and makeup sessions on mature clients such as the much catered to baby boomer generation. It is **true** that your skills as an **esthetician** or spa professional can assist the mature baby boomer client in combatting aging, stress and improving beauty, however, one market that we may be forgetting is the children of our baby **boomer** clients.

I offer you this: Why not target another source of untapped revenue. the younger generation, **through** promoting prom packages.

### **The significance of prom**

A prom is one of the most significant events in a young adult's **life**. It is the first official marker of the transition **from** a carefree teenager to a young conscientious adult. Most teens are already talking about who they might go with, what they'll wear, and how they'll wear their hair a few months in advance. Teens will also begin saving money months in advance for this special night, cautiously **making** all arrangements beforehand.

Prom is a time of reflection and preparation for a new stage of life. It is at **this ceremonious** dance that **the** high-school student says farewell to their friends **and** prepares to enter the world of **higher** education or working adulthood. It is the last **party**, the last "hurrah." It is customarily a formal occasion that requires formal dressing; a night to be grownup.

Because of the major coming-of-age significance with prom, many young adults, planning far in advance for this special night, may seek advice from sisters, brothers, mothers, etc., on what to wear, how to do their **makeup** and hair, and how to accessorize. While these well-intentioned suggestions may provide adequate information, the recommendations made, may not be complete, and in many instances may be outdated.

This is where the numerous services of the esthetician are indispensable.

Most teenagers tend to be unfamiliar with how to properly apply evening makeup. Consider giving a group makeup workshop.



### What the esthetician can offer to teens

Your skin care prom package can include both facial **treatments** and back treatments. Don't forget most evening attire includes fashions that expose back and arm areas. This is also a great **opportunity** to introduce waxing treatments. In addition, recommend special body products such as self-tanning lotions, scrubs and body lotions. **Self-tanning** lotion treatments are a great alternative to suntanning. The lotions are a safer option than going out in the sun for that healthy glow. Teens, with their nonchalant "it-won't-happen-to-me" attitude, may overdo it in the sun. Overexposure to the sun may cause their skin to peel, even if they tan weeks in advance of prom night. Educate them (without patronizing) on the importance of wearing sun protection, and the hazards of sun damage as well as the inevitable premature wrinkling.

Offer camouflage makeup to conceal unsightly blemishes, **freckling** or bruising on **both** the face and body areas. Remember, your more mature clients **will** have thinner skin than your **younger** clients. Most teens have thick skin. **with** more apparent traces of golden tones or brown pigment. This is where **your professional** expertise is needed. Custom blending is a great way to duplicate the varying degrees of color with makeup foundation.

Most teenagers tend to be **unfamiliar with** how to properly apply evening makeup, and may apply it **too** thickly or unevenly, **utilizing** the wrong cosmetic shades. Why not consider giving a group makeup workshop that includes a gift of special custom blended foundation for each teen who attends.

Your workshop should also cover the latest prom fashions, makeup and **hairstyling**. A list **should** be provided to the teen client of skin care dos and **don'ts** for the week before prom, the night before prom and the day of the prom.

Keep in mind the prom-goer will be frequently photographed, help them eliminate shine by recommending face powder and by suggesting matte eyeshadows. Provide a list of items they should carry in their evening bags such as: powder compacts or powder paper wipes for **shine**, lip liners and lip-stick for quick touch-ups.

### Cross marketing

Promote special prom packages that link services together such as eyebrow arching and lash **tinting**. Many teens have never had their eyebrows properly shaped or their lashes or **eyebrows** tinted. Recommend that you do the brow arching a few days before prom so as to avoid redness **and/or** irritation.

Other non-gender specific packages that you could also offer to graduating teens might include nutritional counseling for weight reduction as well as exercise coaching before that special night or before graduation day. Cross market your services by teaming up with fitness trainers or **dieticians** and give workshops together or offer cross referrals. Remember, you will have to work within the parameters of the budget set forth by parents/guardians. Parental consent is **mandatory** for services rendered on **young** adults under 18.

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## The breakout blues

Adolescents, both male **and** female, are **constantly** struggling with complexion problems. **Young males**, in **particular** have severe acne eruptions brought about by high testosterone levels. What we as estheticians, makeup artists, and spa professionals have to realize is **that** the teenage years are the most difficult years of appearance. This is the time where young adults **will** try desperately to **be** accepted **among** their peers, to try to be "cod" and fit in **with** the crowd. Mostly it is a time when teens seek to be socially accepted and "normal." Problems with acne can ruin a teen's self-esteem. They fear **rejection** and ridicule. With an event as memorable **as** prom, a teen will seek all necessary means to get rid of or cover up unsightly blemishes. This is where your services **can** really make the difference.

## Market the package to the parents of teenagers who are about to graduate.

Recommend glycolic acne treatments four to six weeks before the big night. Sell the treatments as a series of four to six weekly sessions to help **your** young clientele control breakouts and **minimize** unexpected flare-ups. Be sure to decrease the percentage of glycolic you are using as you get close **to the** date of the prom to prevent excessive redness, peeling or scabbing.

Just a reminder, before administering glycolic acid, be aware that many teens with problematic skin are already **using** some form of acne preparation or medication. These solutions or systemic medications **dry** out the **surface** of the skin and make it more sensitive to various substances. To avoid adverse reactions, question your young clientele about their current skin *care regimen*.

## Refining her look

**Create** a special fashion album to make style recommendations and to counsel teens on their appearance. Research teen magazines for various photos of current evening **wear**. Categorize these styles by design into one of the following **four** groups. Start with casual sporty looks. These are simple no-nonsense fashions with little or minimal detail to them (easy-wear, easy-care). The next **classification** is classic, elegant evening wear that is timeless, simple and elegant. The third division should be feminine-romantic, velvety and silk fabric styles with lots of ruffles and lots of lace. **Lastly**, is **dramatic-exotic**. This is the trendy look, generally a blend of many different styles and usually extremely unconventional in both color and design.

In your fashion **album**, include photographs of **various** formal hairstyles. Most teens end up going to their prom with hairstyles that are much too sophisticated for

their age and lifestyle, which tend to make them feel **uncomfortable and** self-conscious. Use the appropriate, numerous guidelines for matching face shapes and features to particular hairdos. There are **many** books on this subject available at your local library or neighborhood bookstores.

Another important section to have in your album would be a division for accessories. In addition to photographs on various jewelry styles, include pictures of more formal shoes and handbags. For the young teen operating on a tight budget, you can suggest the local shoe repair for shoe **dyeing**. These cost-cutting recommendations make **good selling** points for a parent, **relative** or friend to consider purchasing a prom package as a graduation gift.

If you already offer seasonal color draping at your salon, don't forget to include it. If not, you can make color recommendations to ensure that all of the colors **your** young client wears work harmoniously to support her own **natural** coloring.

## Some suggestions for marketing

It is an astonishing fact that the price of going to the prom is exorbitant for today's teenager. Smart **estheticians** provide special rates for **their** services to students and teens. Cutting costs for parents can be your prom package selling point. Also, special rates may attract teens for **future** business.

One of the best ways to market the prom package is to the parents of teenagers who are about to graduate. However, **don't** wait until the last minute. You will **want** to start campaigning for clients **in** late **January**. **Start** by organizing your workshops or scheduling lectures for local clubs such as the YMCA, YWCA and community organizations such as the junior league. You **can** also offer a mother/daughter package to introduce all of the treatments you have to offer. Don't neglect church groups. Flyers can also be posted announcing your prom package at **neighborhood** coffee shops or bookstores or you **can** place an ad in a **high-school** newspaper. ■



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