



Skinddeep

Associated Skin Care Professionals

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Your Future is **Bright**

The profession is alive with new technologies, result-driven treatments, and an increase in clientele. In other words, 2016 is your year to shine.

**We got a
makeover!**

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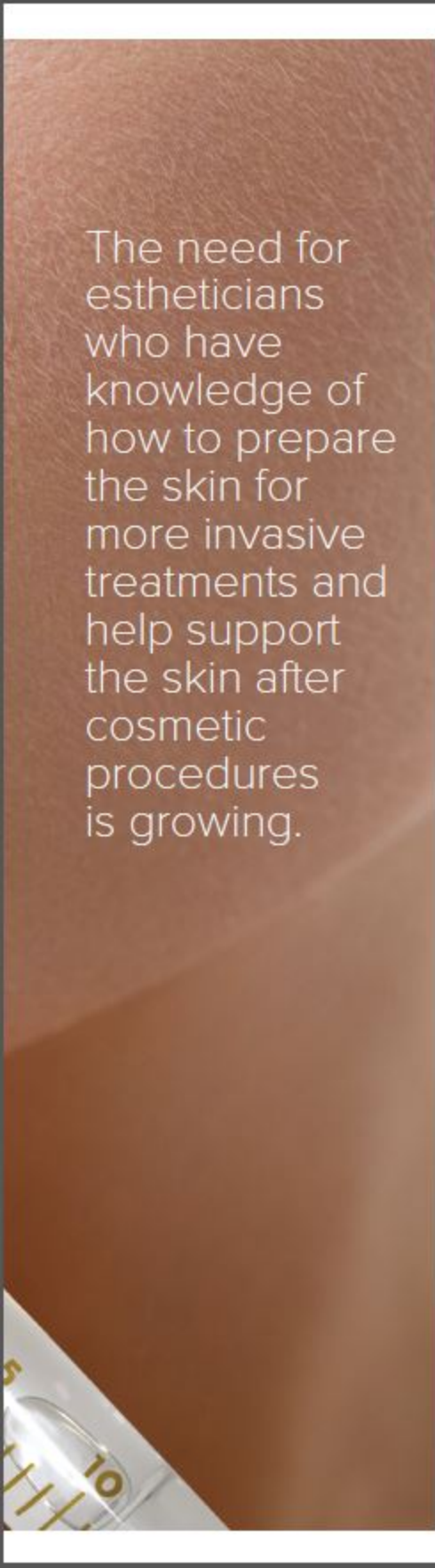
the next generation of skin care

**The melding of medicine and esthetics has created a
new career option for skin care professionals**

by Michele Phelan



According to the education website www.learn.org, licensed medical estheticians will be in demand "because of a trending desire for individuals to want more specific and scientific beauty services. Additionally, emerging technologies in the beauty and skin care field may help advance employment opportunities in the future."



The need for estheticians who have knowledge of how to prepare the skin for more invasive treatments and help support the skin after cosmetic procedures is growing.

The term *medical esthetics* has gained popularity in recent years as these two industries continue to operate side by side.

With some baby boomers moving into their 70s and Generation X bracing for their 50s, there is an increased desire to feel—and look—young and healthy for as long as possible. Modern technological advances complement this growing population concerned with aging, so this business niche is here to stay.

As if to prove that point, medical spas are cropping up everywhere. Just take a look around and you can find at least one—even in small towns. Many medical spas (or *medi-spas*) are owned and operated by a physician or health-care professional, and often have a nurse and an esthetician on staff. By hiring different professionals, *medi-spas* are able to offer a vast array of treatment options for clients, making their facilities one-stop shops for all types of appearance enhancement. From cosmetic surgeries, lasers, and injectables to chemical peels and waxing, there is a place for a wide variety of specialists in the medical spa setting. As the demand for more results-oriented procedures increases, the need for estheticians who can work alongside physicians will expand.

WHAT IS MEDICAL ESTHETICS?

The practice of medical esthetics is when a physician (or licensed health-care professional) improves a patient's physical appearance, either for reconstructive or cosmetic purposes, using medical-grade treatments and modalities. Dermatologists and plastic surgeons have always served these types of clients, but now other medical professionals are getting in on the medical spa action. In most states, nurses can perform procedures such as injectables (e.g., Botox, Juvederm, Restalayne, Voluma), as well as use lasers for skin resurfacing and hair removal under a physician's supervision. While estheticians have long considered themselves healers due to their ability to provide holistic, rejuvenating care for their clients, the industry is evolving, and the need for estheticians who have knowledge of how to prepare the skin for more invasive treatments and help support the skin after cosmetic procedures is growing.

WHAT'S YOUR SCOPE OF PRACTICE?

It is imperative to know your role as an esthetician in the medical spa world. Each state's governing body develops its own set of rules, regulations, policies, and scope of practice specific to your license. Every license holder must, by law, practice within the scope of his or her license, and scope-of-practice definitions vary widely from state to state.

In some states, such as Arizona, you may be fined if you represent or promote yourself as anything other than what is printed on your state license. Even if you have taken a course in medical esthetics and received a certificate, or are otherwise experienced in this area, you are still not legally allowed to call yourself a medical esthetician.

"It is important that you know your scope of practice and what your liability insurance covers you for," says Susanne S. Warfield, founder and executive director of the National Coalition of Estheticians. "This is your responsibility," Warfield emphasizes. "Don't allow employers or others to dictate what you should or could be practicing." For instance, ASCP members' liability insurance doesn't cover any invasive procedures. If you have any doubt about your scope of practice, contact your state board.

ADVANCED EDUCATION

An esthetician who works in conjunction with a physician should have a basic understanding of the medical procedures performed and the ability to cross-refer for treatments and services, depending on the client's cosmetic and esthetic goals. Esthetics educator Kathryn Campbell says, "For those who wish to work in a medical environment but don't have the experience, there are training facilities that can provide the knowledge that is needed to be most effective in this specialized area." The training facility you choose to attend should be able to provide both theory and hands-on instruction. Understanding skin science, chemistry of products, and the basic physics of common skin care modalities and how they all work together is essential.

Bradley A. Greene, MD, a San Francisco-based, board-certified facial plastic surgeon and medical director at Concepts Institute of Advanced Esthetics, says, "Corrective treatments, such as chemical peels and microdermabrasion, should be the esthetician's core competency. Estheticians should also have a basic knowledge of medical terminology and common medications that the doctor may prescribe. Wound and post-surgery care is also important to know."

A BEAUTIFUL PARTNERSHIP

In recent years, physicians who practice medical cosmetic procedures and estheticians who practice skin care have proved to be synergistic partners. They can benefit one another and give their patients/clients optimal results. The doctor's main objective is to safely improve the patient's appearance, while the esthetician's responsibility may include caring for the person before and after these procedures through noninvasive skin care treatments. And beyond the pre- and post-treatment care lies the opportunity to keep clients coming back for facials, waxing, and retail skin care products. ☺

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**Medical Spa
Defined**
The National Coalition of Estheticians, Manufacturers/Distributors & Associations defines a medical spa as "a facility that during all hours of business shall operate under the on-site supervision of a licensed health-care professional operating within their scope of practice, with a staff that operates within their scope of practice as defined by their individual licensing board if licensure is required. The facility may offer traditional, complementary, and alternative health practices and treatments in a spa-like setting."

