

# AustralAsian Aesthetics Workshop 2010

AN ELECTIVE OF THE AUSTRALASIAN CERTIFICATION IN ANTI-AGEING MEDICINE

## BUILD YOUR AESTHETIC ANTI-AGEING CLINIC OR MEDISPA

### WITH MANON PILON

Boost your career and build your practice at the inaugural AustralAsian Aesthetics Workshop 2010 presented by world recognised Aesthetics & Anti-Ageing Clinic expert, Manon Pilon.

The AustralAsian Academy of Anti-Ageing Medicine has partnered with the Aesthetics Practitioners Advisory Network Pty Ltd (APAN) to host Ms Pilon.

With more than 20 years of Aesthetics & Anti-Ageing Practice expertise, Manon founded some of the world's most successful Aesthetics Practices and MediSpas.

Manon is a renowned Medical Spa consultant, recognised educator, researcher, medical aesthetician, International Director of Education for "Derme.ca" and author of the book entitled 'Anti-Aging - The Cure: Based on your Body Type'.

The AustralAsian Aesthetics Workshop will offer career and business development and a detailed introduction to Anti-Ageing Medicine. You will be guided "STEP-BY-STEP" on how to achieve a successful Aesthetic Anti-Ageing Practice or Medispa.

As a trainer you need to stay in touch with new developments within the aesthetic industry. This workshop will give you valuable insight and keep you abreast of changes and advancements that are shaping the future of the aesthetic industry. You will also receive a Certificate of Attendance from A5M and APAN that can go towards your educational credits.

All delegates will receive a Certificate of Attendance which will count as your first elective of The AustralAsian Certification in Anti-Ageing Medicine. The inaugural Certification provides in-depth clinical education on how to incorporate Anti-Ageing Medicine in your treatments. See [www.a5m.net](http://www.a5m.net) for more information.

#### LEARNING OUTCOMES

- Identify Step-by-Step strategies on how to establish and grow your Aesthetic Anti-Ageing Practice or Medi-Spa to achieve success.
- Prepare for future growth and industry changes - discuss what it takes to transition to a Medi-Spa/ Aesthetic Medical Clinic.
- Discuss which technologies will give you the best results and why. Look at how to best integrate them into your clinic.
- Examine what to look for when evaluating the skin for optimum skin and anti-ageing results.
- Develop business strategies and service recommendations – how to create a dynamic partnership
- Examine what ingredients to look for in grooming items to support your results.
- Discover why you should expand your treatment modalities to include full body wellness.
- Discuss successful weight loss and slimming strategies for great results – becoming an expert consultant.



### CALLING AESTHETIC PROFESSIONALS

Attendance at the AustralAsian Aesthetics Workshop 2010 is credited towards an elective of The AustralAsian Certification in Anti-Ageing Medicine for Allied Health Professionals, Aestheticians & Paramedics.

**SUNDAY, AUGUST 22, 2010**

Sofitel Melbourne on Collins

9.00AM – 5.00PM

**Members: \$450\***

**Others: \$500**

**Phone: + 61 3 9813 0439**

**Register: [www.a5m.net](http://www.a5m.net)**

\* A5M & APAN members are eligible for the members rate.

# AustralAsian Aesthetics Workshop 2010

## LEARNING OBJECTIVES

- How to establish and grow an Aesthetic Anti-Ageing Practice or Medi-Spa
- Choosing the best technologies and how to integrate them for the best results
- How to formulate your services for results and profit
- Learn successful weight loss and slimming strategies and double your revenue
- Key considerations that identify a memorable salon/clinic culture
- Scientific skin analysis and body type considerations for optimum results
- What are the most credible ingredients in skincare and grooming

## PROGRAM OUTLINE

- Principles and Strategies for a Successful Anti-Ageing Clinic or Medi-Spa
- Step-by-step approach for guaranteed results
- Developing a strategy that allows for expansion
- Key considerations that will support your credibility
- How to profile and differentiate yourself in the market place
- Effective branding strategies

### Effective Use Of Technologies

- Equipment overview
- Which technologies are the market leaders and supported through research
- How cells respond to different technologies
- Equipment integration and why this will define the future
- Protocol considerations when using multiple technologies
- The power of synergy and why it works

### Converting Your Services To A Profitable Business

- Research and development of a menu that meets your clients' needs
- Why you should not compromise on quality if you want profits
- How to make cost not an issue
- Names and descriptions that will sell your services
- Important considerations in communicating technical information
- How to effectively market the value of packages

### Slimming and Wellness Concepts

- Global trends in wellness and weight loss
- The value and benefit of incorporation slimming and body wellness modalities
- Proven slimming concepts and the value of body types
- Successful partnerships with health care professionals
- Designing a slimming program for credible results
- How body wellness impacts the skin

### Salon Culture & Etiquette

- Psychology and the objectives of a memorable culture
- Defining etiquette and the role this plays in client retention and satisfaction
- Matching your culture to the needs of your clients
- Why your culture needs to be reviewed
- Effective training strategies for staff compliance
- What rules must be rigid and when to be flexibility

### Skin Analysis Update

- The role and value of correct skin analysis and body types
- Key considerations for product selection
- Key considerations when determining a treatment plan
- Determining the causes of ageing
- Determining factors that may impact on treatment response
- The role and limitations of technologies for skin analysis

### Ingredients With Proven Credibility

- The latest and most credible scientifically-validated skincare ingredients
- Which ingredients will benefit inflammatory conditions
- The truth about whether you can mix products
- What ingredients in grooming items will best support your treatment results
- The role of carriers in product penetration
- How to avoid the marketing hype when selecting a product range

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