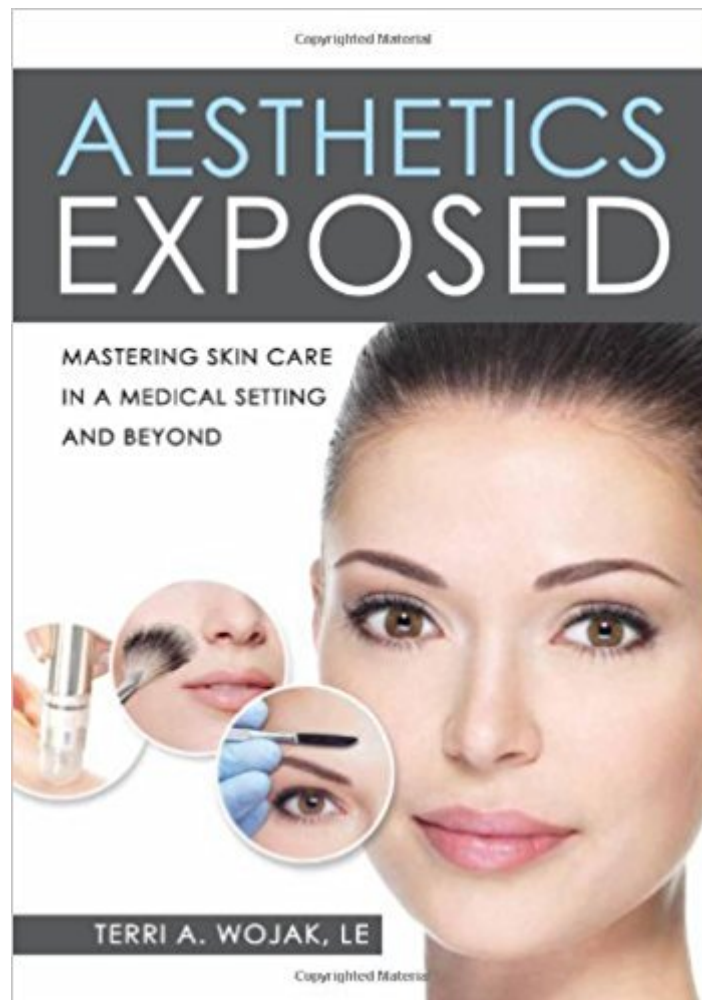




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Aesthetics Exposed: Mastering Skin Care In A Medical Setting And Beyond



Synopsis

Do you own a skin care business or are you an esthetician wishing for new opportunities? Discover the business, treatments and skills needed to work in a medical setting. Estheticians have an increased value to the medical profession now more than ever. The role of the esthetician in a clinical setting be it surgical consultation, medi-spa, or general practice office is a fast-growing one. Pre- and post-operative care is oftentimes a secondary concern, despite the fact that it is absolutely crucial to the overall health and well-being of the patient/client and a requisite regimen toward realizing the results desired or promised from the medical procedure. Demand continues to grow for non-surgical services including chemical peels and microdermabrasion. In addition, physicians are offering cosmetic treatments, pre-and post-surgical treatments, and skin care products. For the esthetician and medical professional alike, this book emphasizes a working philosophy that esthetic treatment should benefit the mental and emotional well-being of the patient/client, along with healing the body. In eight well-organized sections comprising 32 chapters, Wojak discusses topics that include: The Science of Beauty Regulatory Implications to Treatment and Proper Documentation Procedures Common Skin Conditions, including but not limited to Acne, Rosacea, and Age-compromised Skin LED and IPL Therapy Understanding Ingredients and Products in Order to Make Proper Recommendations and Applications Ultrasound Microneedling and Microcurrent Advanced Esthetic Treatments, such as Dermaplaning and Chemical and Oxygen Treatments Techniques for Building Your Esthetic Business and Client Roster And more...

Book Information

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Customer Reviews

"Every chapter in Aesthetics Exposed deals with a new topic. It is well laid out , easy to read and

very informative. All the forms and worksheets are at the back of the book in one place which makes them easy to access. This is really one of the things I like about this book. When one is in a hurry you can pick it up and very quickly find what you are looking for. I keep it in my spa room and regularly refer to it with ease. In fact this is now the only book I refer to. Ms Wojak has done a great job, providing a lot of easily accessible information. The diagrams, photos and scenarios are very helpful. I use the diagrams on page 97 to explain to my teenage clients how acne forms". --Diana Bargate, Esthetician, Jefferson City, MO

Aesthetics Exposed is a worthwhile and valuable addition to any skin care professional's library. Part of what makes the skin care industry exciting is its constant evolution. While this creates many new and promising options for treatment, it also presents a challenge to the skin care provider in terms of finding time for continuing education. Not only is it critical to stay informed on what's available, it is imperative to understand how it all works together. This content is current, applicable and specific. Terri Wojak has done a fabulous job of creating a practical and user friendly reference text that will be a tremendous asset to all. --Amy Gardner, LE

Aesthetics Exposed is sure to become one of the most important and sought-after skin care reference texts of our time. --Steven H. Dayan, MD, FACS

Terri A. Wojak is a licensed esthetician with more than 17 years of experience. She has knowledge in all aspects of the skin care industry, including education, sales, medical esthetics, management and ownership, and she is the education director of True U Esthetics in Chicago.

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After esthetic school you still need to learn so much. This book is the key. It's answers so many questions and really guides you. It is well rounded and covers everything you need to know. My favorite part are the scenarios. It's worth every penny. I refer to it daily and it is invaluable for a new esthetician.

Love this book have been practicing along time and this is what I needed to get my head back in the game this was a refresher for me all will enjoy.

I have been very impressed with this book so far. I started at a medical spa about six months ago, and it's been nice to refer to this book. I'm glad I went ahead and made the purchase!

I was really excited to get this book in. It did cover a lot of things I do know but there was some advanced information as well. I would definitely purchase this book again.

Worth the money- most comprehensive book I've seen on the market! Great info, pics, and easy to read

This book was recommend to me by a successful medical esthetician and instructor! Thank you Terri for sharing your wealth of knowledge.

Very unique book you have to read it to find out what you are missing in your practice as an esthetician

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