**NonSurgical Body Contouring Technician: Consultations to Sales**

1. COURSE DESCRIPTION

This course provides a comprehensive review of what to expect entering the nonsurgical body contouring industry. From the physiology of fat reduction, cellulite, stretch marks and the anatomy affected to learning the technologies utilized within the industry, pricing services and marketing.

B. METHOD OF INSTRUCTION

Educational methods used include lecture, text book study, demonstration, group exercises, hands-on activities, audio visuals, and individual graded assignments. Each individual will receive instruction related to performing career oriented activities, and utilization of clinic equipment similar to those used in the industry.

C. COURSE OBJECTIVES: Upon completion of the course requirements, the participant will be able to

1. Comprehend the anatomy affected by nonsurgical body contouring treatments.

2. Know the different levels of cellulite and why it happens.

3. Recognize and pinpoint outside factors that affect client results.

4. Identify the nonsurgical machine technologies utilized in the market.

5. Understand the general application of each technology and exhibit results.

6. Understand the purpose of the intake form and properly conduct a thorough consultation.

7. Display effective communications skills and confidence through knowledge with clients.

8. Know the difference between Botox, fillers and nonsurgical options.

9. Understand hygiene and infection control

10. Supply and set up a treatment room

11. How to price and package your services to ensure overhead is covered and profits obtained.

12. Demonstrate marketing within the community; in-person and social media.

D. COURSE TOPICS/UNITS

1. Anatomy associated with nonsurgical body contouring include reviewing the details of the fat cell, where the fat cells are located, description and location of the lymphatic system, how this helps flush fat cells out of the body and why they can affect a client’s health. Review the general difference between loose skin versus fat volume to assist with treatment recommendations. What is cellulite and stretchmarks, how can this industry affect its appearance.

2. Factors affecting treatment results and understanding resources outside the medical spa to help clients with long term success. Here our participants will review the several factors and be assigned to see how they apply within their own lives and what outside resource may or may not apply to their individual assessment.

3. Identifying the different technologies; theory and hands-on. As each technology is reviewed we will also go over the application, general protocols, and understanding of how they affect the body.

4. Client consultations. Understand the importance and review the client intake form, identify some possible red flags, hearing what the clients wants treated, how to get them the results and creating a treatment plan.

5. Hygiene and infection control. Briefly review the difference between Botox, fillers and nonsurgical options that pay be provided in a medical spa. Review the introduction to hygiene and infection control, the precautions to prevent the spread of infection, and safety supplies required in a treatment room based on treatments being provided.

6. Treatment protocols per the technology and hands-on application where each student will demonstrate effective treatments providing results to complete the program. Each employer or manufacturer will need to train on their specific programmed instructions.

7. Pricing treatments will include understanding how each technology breaks down treatment areas, market threshold analysis and treatment pricing and overhead breakdown to verify you profit margin and not just providing competing sale prices.

8. Marketing includes how to utilize facebook, Instagram and hashtag maximization, reviewing small town, big city, and black hole marketing options to maximize success

9. Course Conclusion overview of all course work, treatments, and class discussion on comprehension and provide clarity upon completion

Textbook(s) and required tools or supplies

1. Textbook (required): Level Up your Medical Spa by Angela Jaworski

2. Textbook (required): (I can help recommend additional book resources if interested

3. Downloadable handouts: provided for course work

3. Supplies or Tools: (school can provide, workbooks, gloves and scrub zip up jackets for hands-

On, etc. in the class price if interested. I also have a list of consumables for each technology if

needed and resources for affordable machines for class instruction.)