

## *Pillar #1: An Integrative Approach to Healthy Skin in Practice*

### Here's Today's Agenda:

- Overview of course structure and how calls will work
- How to get the most out of this course
- How to cultivate your own Integrative Approach
- Ways to apply your Integrative Approach in your practice
- Preliminary scope of practice considerations
- Questions



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### Course Structure and How Calls Will Work

- Monthly workbook/textbook chapter--second week of the month in the Document Library
- Live lecture--third Thursday of the month at 10 am ET on Zoom--recordings and slides will be in the Live Lecture Library
- Group study sessions/office hours--fourth Thursday of the month at 10 am ET on Zoom--recordings will be in the Study Sessions Library



## Course Structure and How Calls Will Work

- Monthly assignment will be given the fourth week of the month via email and in Document Library
- Quiz will be given the first week of the next month in the Document Library
- Ask questions ANYTIME in the FB group
- Send tech support and customer service requests to [info@nutritionalaesthetics.com](mailto:info@nutritionalaesthetics.com)



## How to Get the Most Out of This Course

- Show up and do the work--take notes!
- Set up an organizational system that works for you
- Attend live whenever possible and/or watch the recordings ASAP (even if you don't think you have any questions!)
- Do the assignments and quizzes--they are for your benefit, not for me!
- Ask questions in Group Study Sessions and in the FB group--don't be shy!



## How to Cultivate Your Own Integrative Approach

- Consider your own background--what is your cultural upbringing? What training have you already had and what was the philosophy behind it? How would you define your current approach?
- Be very honest with yourself--where do you feel your own background and practice has gaps? Think of times clients haven't responded or understood--why might that have happened?



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### How to Cultivate Your Own Integrative Approach

- What is your demographic? Not just age, skin issue, race, etc. What are the commonalities in their personalities? Their lifestyles?
- Go over the Integrative Approaches overviewed in the Pillar #1 workbook. Which ones resonate the most with you? What feels good about that? Which ones don't resonate? Why not?
- Think about how you could incorporate the approaches you like into your practice. What translates directly? What doesn't quite, but could be incorporated?



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### Ways to Apply the NAA Integrative Approach in Your Practice :

- Consultation--offer a questionnaire specific to the Integrative Approach that resonates most with you (ex. A modified version of The Dosha Quiz)
- Client education--using Ayurvedic or AEM-inspired face maps
- Offering Reiki during the mask
- Acupressure instead of traditional facial massage



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### Ways to Apply the NAA Integrative Approach in Your Practice:

- Teach simple EFT or QiGong practice as part of homecare regimen
- Offer constitution-specific treatments
- Offer customized/constitution-specific retail or homecare products
- Share constitution-specific recipes





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### Ways to Apply the NAA Integrative Approach in Your Practice:

- Offer constitution-specific herb blends for tea or facial compresses/poultices/steams
- Understand how your client likes to receive information--visual? Written? Video?
- Does your client respond more to facts and figures, or anecdotes and lore?
- It's not just about products and services--it's about HOW you communicate and educate!



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### Preliminary Scope of Practice Considerations:

- Consider what licenses/certifications you currently hold. What are the “textbook” scopes of practice for those?
- Do you know where to access the most updated information about your local and state laws? Find it and bookmark it!
- Allow yourself to think outside the box--understand that there are ways to “fill in the gaps” and educate legally, but it might not be spelled out in black and white.



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### Preliminary Scope of Practice Considerations:

- Familiarize yourself with what the licensing requirements are for nutritionists, herbalists, aromatherapists, and counselors/therapists in your state (see Pillar #1 Additional Resources for help with this)
- Think about how you WANT to practice ideally. If you were a client seeking your services, what would type of experience/services would be most helpful to you?
- Familiarize yourself with safe language (see NAA File Card + webinar with Carmen Hunter) and practice using it



## Preliminary Scope of Practice Considerations:

- Memorize the FDA's (or your country's counterpart's) definition of cosmetics and/or herbal or dietary supplements. Practice sticking with that when talking about your products.
- Memorize your state's definition of aesthetician, cosmetologist, herbalist, health coach, etc. Practice sticking to that when talking about your services.
- Find a colleague/partner/classmate to practice with--catch each other whenever using unsafe language!



## Preliminary Scope of Practice Considerations:

- Don't make any structure or function claims. Even if there are studies/clinical trials associated with your products or services.
- Be VERY mindful when using before and after photos
- Be VERY mindful with testimonials
- Any that claim or imply that your products or services altered the structure or function of the skin/body could be construed as practicing out of scope



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### Preliminary Scope of Practice Considerations:

- When it comes to claims/language/testimonials/photos--when in doubt, leave it out. You don't need to embellish to be successful.
- OR check with a lawyer (preferably one with FDA experience)
- The FDA and FTC are cracking down more on claims than ever before
- Speak to your insurance provider to make sure you have enough/the right coverage for how you want to practice



Any Questions?

