

Pillar #6 The Microbiome

Today's Agenda:

- How to talk to your clients about their microbiome
- Examples of Nutritional Aesthetics program options for aestheticians/cosmetologists/bodyworkers
- Examples of Nutritional Aesthetics programs for health coaches and other unlicensed skin wellness practitioners
- Examples of virtual Nutritional Aesthetics programs
- Questions



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How to Talk to Your Clients About Their Microbiome

- Have an understanding of the person's nutrition, cleansing/hygiene habits, and other lifestyle first to identify priorities
- Teach your clients about biodiversity using analogies (fish pond or party analogy are helpful)
- Explain to your client how the most recent research has taught us how not all "germs" are bad



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How to Talk to Your Clients About Their Microbiome

- Explain how we know know that the “antibacterial lifestyle” does more harm than good (discourage hand sanitizers and antibacterial soaps)
- Encourage your clients to listen to their bodies to understand if they have symptoms of dysbiosis. Refer when necessary.
- Explain the differences between pre-, pro-, and postbiotics and why they are all important
- Educate clients about what to look for in probiotic supplements (use Probiotics Buyers Guide card as a handout), but don't recommend that they take them



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Nutritional Aesthetics Program Options for Aestheticians/Cosmetologists/Bodyworkers

- Inclusive/membership model--one price that includes coaching sessions, aesthetic or body treatments, home-care products (or discounted products), support between sessions for a set period of time
- A la carte--offer separate aesthetic or body treatments with no commitment or support between sessions
- Combination of both--inclusive with the option for client to purchase additional sessions or treatments at a special price



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Nutritional Aesthetics Program Options for Health Coaches, Herbalists, and Unlicensed Wellness Pros

- Inclusive program that includes coaching sessions, support between sessions, self-care/home-care goodies, coupons or vouchers for aesthetic services with a referral partner for a set period of time
- One off sessions with no extras
- Flat monthly rate that includes set number of sessions, support between sessions, any other goodies with no commitment



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Virtual Nutritional Aesthetics Programs

- Any of the models mentioned:
 - Inclusive with a set time period
 - A la carte, no commitment at all
 - Monthly rate with no commitment
- You can still offer in-person treatments, but do coaching sessions virtually--OR--don't include facial treatments but still offer skin-specific consultation
- Do not offer advice or give recommendations that are outside of your scope of practice, regardless of where client lives



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Important Information for Any Type of Practice

- Sessions can be conducted over the phone BUT using Zoom or Skype is more effective so you can see the person's skin
- Have a clear Program Agreement , and consent forms for single treatments or sessions outside of a program
- You can send your clients care packages of skincare products and other self-care items as client giveaways
- Take notes and keep organized client records and store them confidentially. HIPAA does not apply, but you should ensure confidentiality



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Important Information for Any Type of Practice

- Have a general idea of what you would like to cover during each coaching session but understand that the client might need something else that day
- Have your favorite links, books, recipes, and other resources available to share with your clients
- Check with your accountant to see if you need to collect/declare sales tax for your services
- Make sure you have practice liability insurance for whatever your practice includes



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Important Information for Any Type of Practice

- Map out a plan for your programs for the journey you want to take your clients on for first-time clients and maintenance
 - Establish clear boundaries for support in between (spell it out on your Program Agreement) and stick to it
 - Group programs are a great option both for in person and virtual practices as long as guidelines and expectations are clear
 - Keep it professional--stay out of the friend zone!
- Don't promise results. Results depend on client action!

