

As of this month we are entering our nineteenth year in the skin care business. During these nineteen years we have learned a great deal, have made mistakes but, above all, we have enjoyed this time.

Here are some facts: Most estheticians, who graduate from beauty school, last no more than one year in the business, while many drop out before graduation. Ninety percent of spas go out of business within ten years. Eighty per cent of estheticians only eke out a living. Most estheticians do not seek further education after graduation.

It is a tough business. We know why estheticians fail - we should do, after nineteen years! Lack of business experience is very high on the list. Failure to listen, have empathy and understand the client's needs ranks fairly high. To succeed in this business you have to have a very good knowledge of skin care products and their ingredients. You have to be comfortable recommending products and that comes from knowledge. Above all you have to understand the skin.

Nineteen years ago, dermatologists were mostly the people to go to for skin care. Skin care products were bought from dermatologists or the local drug store. Today, dermatologists are busy with injectables, laser etc and skin care products have turned into a multi-billion dollar market! Today, we have dermatologists coming to us for treatment!

Without skin care products, we would not survive. We would just eke out a living doing facials every day. Pity the person who does Groupon facials day-in,day-out; that is a back breaker that will break the esthetician and the bank!

We trademarked REJUVENI nine years ago and have worked with major US and Canadian laboratories over the years to provide our clients with the best possible line of skin care products. Our product line evolves every year as new ingredients are developed. All ingredients are at their optimum level to provide maximum performance. Every now and again, we are told that our products are expensive. No, they are not.

What you buy at the Mall, on-line, through MLM companies, on TV etc are expensive because they have huge marketing costs. The latest peptide - Copper Tripeptide-1 costs about \$15,000 per kilo (2.2lbs)! Most peptides cost either side of \$5000 per gallon or pound. **That is why mass market products have low percentages of active ingredients, contain fillers and unnecessary water etc, so that they can pay for marketing and publicity.**

Sometimes we have to smile at the advertisements on TV For example, this product will make your wrinkles disappear in the blink of an eye! Don't you wish! Yesterday we saw an advertisement in a trade magazine boasting that all ingredients were at the maximum level allowed by the FDA. **The FDA has absolutely no restrictions** on the percentage of ingredients in skin care products sold by an esthetician - none, except for Retin-A which should only be sold by a dermatologist.

These are just two examples of false advertising. Most anti-aging (call it what you will) products on the mass market are no more than glorified moisturizers. We will never exaggerate the benefits of a product or make false and misleading comments. We do not need to.

We thank you very much for your support over the years. It is truly appreciated.

