

1st Annual

EVOLVE

SKINCARE SUMMIT

BY ETHETICS PLUS

TORONTO | OCTOBER 29, 2018

*Esthetics Plus is pleased
to announce the first ever*

EVOLVE

SKINCARE SUMMIT

**A skincare conference designed to
educate, empower, and inspire!**

**LIVE
DEMOS!**

EVENT DETAILS

DATE: October 29, 2018

TIME: 9 am - 5 pm

WHERE: Shangri-La Hotel Toronto
Museum Room, 188 University Ave

FEES: \$99/per person. Group rate
of \$49/person for groups of 5 or
more (must be from the same
clinic/business)

REGISTER NOW!

CALL: 1-888-422-6677

EMAIL: events@epbeauty.ca

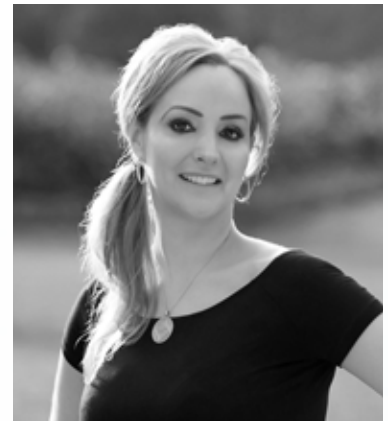


**ESTHETICS
PLUS**

Skin solutions made simple

ABOUT THE EVOLVE SKINCARE SUMMIT

This power packed day will not only showcase the markets most sought after treatments and technologies but will empower you as estheticians, business owners and professionals. You will leave inspired, motivated and ready to take your business to the next level. We have speakers and educators that will keep you engaged!

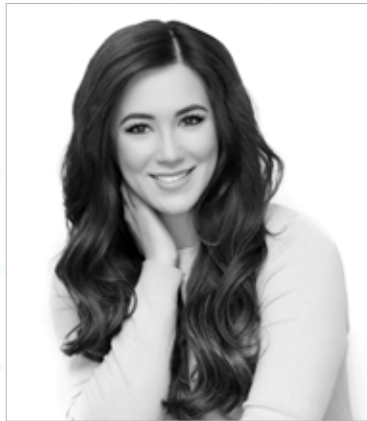


STACEY JOHNSON
President & CEO of Esthetics Plus

OUR SPEAKERS



JACQUELYN HILL
IMAGE Skincare International Trainer



JULIANA LAFACE
Graphic Designer & Marketing
Director for Esthetics Plus



ZACH FALB
Novalash Global Master Trainer



KATIE RIETTA
National Trainer for
Dermaspark Medical Devices



CLAIRE OGILVIE
Canadian Novalash Ambassador



LEIGH STANG
Managing Director of Education
for Esthetics Plus



IMAGE
SKINCARE

FEATURED SPEAKERS

Our Featured Speakers are industry leaders in various fields of interest for professionals and managers working in the beauty industry.

They have been invited to share their knowledge and to help you and your business grow and fulfill your objectives.

**LIVE DEMOS
& CHEMICAL
PEELS!**



STACEY JOHNSON
President & CEO of Esthetics Plus

BUILDING YOUR EMPIRE

From a young age, Stacey was self-motivated and driven as a natural entrepreneur. Having spent more of her life self-employed than as an employee, she can share her knowledge of running a small business, how she grew to a million dollar business at 27, and to the multi-million dollar company that stretches the country today.

Stacey has a strong drive and passion for business and medical esthetics. With a background as a medical esthetician and medi-spa owner, she brings forth an abundance of experience to share with you. Stacey will share her challenges along the way, how she overcame the biggest obstacles and how her hiring process has evolved over the years.

With a strong belief in having a clear company vision, mission, and core values; Stacey will share how those components helped develop an extremely positive company culture that has attributed to her company's success today.

Success is believing in your people and investing in them. Esthetics Plus is a team and their success is Stacey's success!

*We will have an open Q & A period



ESTHETICS
PLUS

***BUSINESS
CONSULTING!***



JACQUELYN HILL
IMAGE Skincare International Trainer

IMAGE SKINCARE

The Six Figure Esthetician

The esthetics industry is growing and now so can you! Learn how you can build your brand, understand the power of social media and utilize best practices to help grow your business.

As a skin practitioner, you know ingredients, delivery systems and massage movements like the back of your hand. How do you take that knowledge and create a truly memorable experience while making money? This class will teach you how to optimize every minute with your client from meet-and-greet to departure.

Every moment is an opportunity to improve their skin and make you more successful.



**TOP
INDUSTRY
TRENDS!**



JULIANA LAFACE

Graphic Designer & Marketing Director for Esthetics Plus

SOCIAL MEDIA & MARKETING 101

Marketing strategy for your business

Branding your business has never been more important. With all of the social media platforms available and the importance of exposure, you need to make sure you are putting your best digital face forward and are attracting attention and new business.

Juliana will show you simple tips you can use to increase your social media traffic, which social media platforms work best, and what in-house marketing initiatives you can use to promote your business. With a design designation, she will show you how to ensure your brand tells a true story.



ESTHETICS
PLUS

**SOCIAL MEDIA
MARKETING!**



Dermaroller®

UNCOVER WHAT LIES BENEATH
WITH COLLAGEN INDUCTION THERAPY

Distributed in Canada by

DermaSpark
Products Inc



**ESTHETICS
PLUS**



KATIE RIETTA
National Trainer for Deraspark Medical Devices

MEDICAL DEVICE TRENDS & EFFICACY

The demand for non-invasive cosmetic procedures is growing exponentially. Grow your practice and increase your Client/patient base with the right medical esthetic devices and treatments.

Learn best practices for local exposure and for continued growth using social media platforms. Uncover what the current beauty trends are and what treatments are staples in our service menu. Build a strong and sustainable business while accelerating revenue growth.

In partnership with

DermaSpark
Products Inc

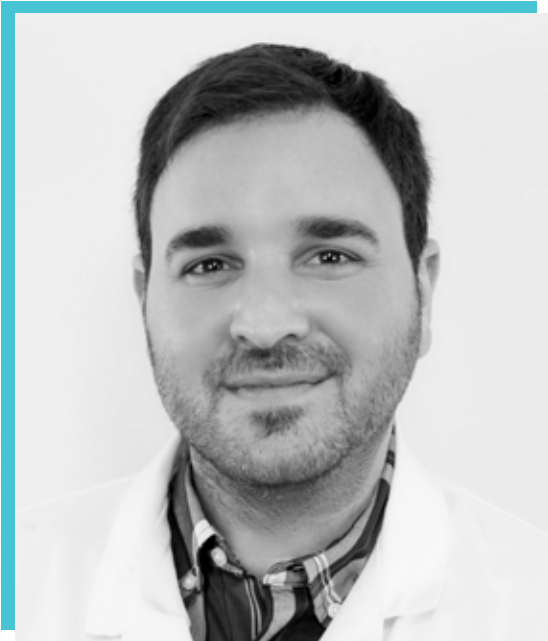
OxyGeneo[™] by Pollogen Pollogen LEGEND DIVINE PRO



**MEDICAL
DEVICES!**

NOVALASH®

AMERICAN
VOLUME™



ZACH FALB
Novalash Global Master Trainer



CLAIRE OGILVIE
Canadian Novalash Ambassador

NOVALASH

Eyelash extensions are a high demand service loved by clients and patients all over the world, and you've probably noticed many of your clients wearing them. If you are not offering a lash extension service, you could be missing out on lost revenue!

Novalash is the ONLY physician developed training program that offers an instantly water-proof and oil-proof adhesive. Being that Novalash is clinical friendly, their superior adhesive ensures that your clients are having the best and safest lash service possible.

Join world-renowned master trainer, Zach Falb, and Novalash Canada Ambassador, Claire Ogilvie for an overview of how you can bring Novalash into your practice, boost revenue, and increase client retention.

Learn why Novalash is the medi-spa lash extension of choice and how you can lead the market with a minimal investment!

NOVALASH®

**LASH
EXTENSIONS!**



LEIGH STANG
Managing Director of Education for Esthetics Plus

SHAPING A CONFIDENT & CONNECTED PRACTICE

Having a connected and confident business equals maximized revenue.

Leigh will address and provide simple solutions for today's top 5 in-house challenges. Learn to effectively retail with confidence, see how you can increase your consult-to-booking ratio utilizing a clear treatment plan; double client retention by streamlining your booking processes and time management; perform treatments with confidence and 100% patient satisfaction.

Learn to utilize the resources available to you, know your tools and how to use them, expand your education, think outside the box and see how to avoid getting caught in treatment room monotony.



ESTHETICS
PLUS

EDUCATION!

WHO SHOULD ATTEND?

- Want to increase your knowledge?
- Are you striving to be more successful in your business?
- Do you want a better social media presence?
- Do you want to make more money?

*If you answered **YES** to one or more of these questions then you need to register **NOW!***

CALL: 1-888-422-6677

EMAIL: EVENTS@EPBEAUTY.CA



NOVALASH®



The industry's ONLY oil-resistant adhesive!

SPECIAL OPPORTUNITY!



***Business Consulting with
Stacey Johnson, President &
CEO of Esthetics Plus***

Stacey will be taking a few exclusive consulting appointments on a first come first serve basis.

This one-on-one opportunity will allow you to present your business and go through an analysis process to improve your performance, take on your challenges and boost your bottom line.

Whether you are struggling with staffing, cash flow, inventory or lacking motivation Stacey can help guide you through with her innovative strategies and experience.

This special opportunity has an additional fee of \$199 for 1 hour of consulting.

**TO REGISTER:
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Information on your business will need to be provided prior to your meeting, so that Stacey can analyze it and make the most of your one hour together.

DIVINE PRO

Pollogen

by Lumenis

SAFE AND SOUND SKIN
REJUVINATION

Safely stimulates the body's
natural healing processes



OxyGeneo™
3-IN-1 SUPER FACIAL



EXPECT
BEAUTIFUL
SKIN

DermaSpark
Products Inc.

A close-up of a woman's face with a skin lesion. Three circular insets show the progression: 'BEFORE' (a mole), 'HEALING' (a red mark), and 'AFTER' (smooth skin).

BEFORE HEALING AFTER

Erase dark spots, skin tags, moles
and other lesions in seconds.

A black freeze pen applicator.

SAFE PRECISION CRYOTHERAPY

LICENSED BY HEALTH CANADA

EVENT INFORMATION

POINTS TO REMEMBER:

- FREE swag bag!
- Continental breakfast and lunch
- Certificate of attendance
- Personalized consulting

*We can't wait to
see you at the*
#evolvesummit2018

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SECURE YOUR SPOT *REGISTER NOW!*

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I
IMAGE
SKINCARE

VITAL C
hydrating eye
recovery gel

5.8 oz e 150 mL

I
IMAGE
SKINCARE

VITAL C
hydrating anti-aging
serum

1.7 fl oz e 50 mL

I
IMAGE
SKINCARE

VITAL C
hydrating intense
moisturizer

1.7 fl oz e 50 mL



IMAGE
SKINCARE