

Esthetician *New Hire Training Agenda*

Esthetician _____ Date ____/____/____

Lead Esthetician/Trainer _____

ONLINE E-LEARNING: Virtual or In-Person

Esthetician Training Manual

Esthetician Training Manual [HERE](#)..... ☐

Required to complete before any hands-on training (Link to LMS)

Welcome to Esthetics & Microderm Training (approx. 90 min)..... ☐
Joint Employer Sign-Off..... ☐
Code of Ethics and Zero Tolerance Policy (approx. 1hr)..... ☐
Spa Sanitation & Illness Prevention (approx. 1hr)..... ☐
The Role of SA, MT, and LE (approx. 16min.)..... ☐

Dermalogica (approx. 3-6 hrs)

Download/Review Dermalogica Protocols from [LMS](#)..... ☐
Create Skin Study Account..... ☐
➤ Complete: Getting Start with Dermalogica..... ☐
➤ Complete: Franchise Focus..... ☐
Register: Pro Power Peel Certification..... ☐



DiamondGlow (approx. 1hr for required training)

Register: Allergan Medical Institute Online..... ☐
➤ Download AMIO Guide [HERE](#)..... ☐
➤ Complete: DiamondGlow Skin-Resurfacing Treatment..... ☐
➤ Complete: DiamondGlow: System Troubleshooting..... ☐
➤ Optional: Skin Conditions & Skin Science Health..... ☐

NuFACE Microcurrent (approx. 4hrs.)

Complete NuFACE Training on the [LMS](#)..... ☐
➤ Download NuFACE Expert QRG [HERE](#)..... ☐

Optional Brand Exploration

Register: ClarityRx [HERE](#)..... ☐
➤ Approx. 10-hours to complete Associates & Masters
➤ Register: IMAGE Skincare [HERE](#)..... ☐
➤ Approx. 24-hours to complete Verified IMAGE Professional (V.I.P.)

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DAY 1

Sales, Service Flow & Membership Mindset (In-Person)

Time: 9:00 AM – 5:00 PM

TIME	TOPIC	COMPLETE
9:00–9:30	Welcome & E-Learning Recap <i>Recommended training location: Treatment Room</i>	<input type="checkbox"/>
9:30–10:30	Membership Mindset (Review All Member Benefits: Memberships, Points, Pricing – use guide) <i>Recommended training location: Treatment Room</i>	<input type="checkbox"/>
10:30–10:40	Break	<input type="checkbox"/>
10:40–12:00	Review Key Hand & Stone Resources (<i>see final page</i>) <i>Recommended training location: Treatment Room</i>	<input type="checkbox"/>
12:00–1:00	Lunch	<input type="checkbox"/>
1:00–2:30	Consult Like a Pro: Consultation, Analysis & Facial Enhancements <i>Recommended training location: Treatment Room</i>	<input type="checkbox"/>
2:30–2:40	Break	<input type="checkbox"/>
2:40–4:00	Closing with Confidence: Recommending Retail, Next Services, Pre-Booking <i>Recommended training location: Front Lobby</i>	<input type="checkbox"/>
4:00–5:00	Service Flow Role Play + Feedback	<input type="checkbox"/>

DAY 2

Hands-On Modality Practice (In-Person)

Time: 9:00 AM – 5:00 PM

TIME	TOPIC	COMPLETE
9:00–9:30	Welcome & Day 1 Recap	<input type="checkbox"/>
9:30–10:30	NuFACE Microcurrent: Overview, Demo + Practice	<input type="checkbox"/>
10:30–10:40	Break	<input type="checkbox"/>
10:40–11:40	LED Phototherapy: Overview, Demo + Practice	<input type="checkbox"/>
11:40–12:30	Scalp, Neck & Shoulder Massage Practice	<input type="checkbox"/>
12:30–1:30	Lunch	<input type="checkbox"/>

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DAY 2: Continued

Hands-On Modality Practice Continued (In-Person)

Time: 9:00 AM – 5:00 PM

TIME	TOPIC	COMPLETE
1:30–2:30	Microdermabrasion: Overview, Demo + Practice	<input type="checkbox"/>
2:30–2:40	Break	<input type="checkbox"/>
2:40–3:40	Chemical Peel Simulation (<i>Water Application Practice</i>)	<input type="checkbox"/>
3:40–4:30	Recap on Service/Product Knowledge	<input type="checkbox"/>
3:40–4:30	Optional: DiamondGlow® Demonstration & Practice	<input type="checkbox"/>
4:30–5:00	SOAP Notes, Wrap-Up & Sign Off <i>Recommended training location: Break Room</i>	<input type="checkbox"/>

DAY 3: Optional

Optional Confidence Builder & Reinforcement (In-Person)

☐ RECOMMENDED | ☐ NOT RECOMMENDED **Time:** 9:00 AM – 12:00 PM

TIME	TOPIC	COMPLETE
9:00–9:15	Welcome & Final Topic Check-In	<input type="checkbox"/>
9:15–9:45	Consult & Enhancement Recommendation Practice	<input type="checkbox"/>
9:45–10:30	Technique Stations: NuFACE, LED, Peel, Microderm, Massage	<input type="checkbox"/>
10:30–10:40	Break	<input type="checkbox"/>
10:40–11:30	Home Care & Closing Conversation Role Plays	<input type="checkbox"/>
11:30–12:00	Final Run-Through + Trainer Feedback	<input type="checkbox"/>

Protocol Acknowledgement

Complete: Protocol Consent Form [HERE](#).....☐

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CONTINUING EDUCATION

Facebook Page, Live Webinars and Events

Join: Esthetician Facebook Page - ***Hand & Stone Estheticians***

➤ Ensure you complete questionnaire when requesting to join.

Communications Calendar: [Access HERE](#)

➤ Optional Download: Printable QR Code [HERE](#)

➤ Use to register for Live Webinars & Events

Personal Education Tracker

Download: Education Tracker [HERE](#)

➤ Use to track HS & Vendor Education Completed

Optional Modalities

Relaxation Enhancements:

➤ Gua Sha, Cool Stone, Ice Globes..... ☐

➤ Hand & Foot Treatment..... ☐

Dermalogica Pro Pen

➤ Register and Complete via SkinStudy..... ☐

➤ Pro Nanoinfusion Certification (must have pen available for class)

➤ Complete: Pro Pen Checklist..... ☐

➤ Complete: Pro Pen Training Log..... ☐

Bt-Micro

➤ Complete: On-line Learning [HERE](#)..... ☐

➤ Complete: Practical Treatment Log..... ☐

Dermalogica Dermaplaning

➤ Complete: In-Person Certification..... ☐

➤ Complete: Dermaplaning Checklist..... ☐

➤ Complete: Dermaplaning Training Log..... ☐

➤ Must be certified with Dermalogica to perform Dermaplaning, speak with Spa Leader.

Neveskin

➤ Register: Neveskin Online [HERE](#)..... ☐

➤ In-Person Certification..... ☐

➤ Practical Treatment Log..... ☐

I confirm that I have completed all required training and reviewed the onboarding materials related to Hand & Stone esthetician standards. I understand ongoing education is available and agree to uphold the expectations and procedures presented. By signing below, I commit to delivering exceptional client experiences in alignment with Hand & Stone guidelines.

New Hire Signature: _____

Date: ____/____/____

Overview of Day 1 Training

Day 1 Goals – Sales, Service Flow & Membership Mindset

The goal of Day 1 is to establish a strong foundation in spa culture, guest experience standards, and confident communication. New hires will gain a clear understanding of Hand & Stone's service structure, membership benefits, and how to create meaningful client connections through effective consultation and tailored enhancement recommendations. By the end of the day, estheticians should feel more confident navigating the treatment room, engaging in professional dialogue, and closing appointments with a focus on retail, rebooking, and long-term client care.

Welcome & E-Learning Recap

- Warm introduction to the spa environment
- Spa tour: lobby, breakroom, laundry, facial treatment room (Navigating back bar)
- Review importance of setup, tools, sanitation (refer to Esthetician Training Manual)
- Confirm completion of e-learning modules
- Troubleshoot outstanding questions or issues

Review Key Hand & Stone Resources

- Spa menu & approved facial combinations
- Contraindications chart & 'No Touch Zone'
- 'Improve the Consultation' guide
- How to Effectively Read an Intake Form
- Time-saving tips for treatment room flow
- SOAP note intro (full detail covered Day 2)
- Use Esthetic Resource Guide

Closing with Confidence

- Practice:
 - Retail product suggestions linked to client concerns
 - Recommending next service/enhancement
 - Rebooking techniques (natural, non-pushy)
- Use Training Tips Guide

Membership Mindset

- Discuss the role of membership in client retention
- Review:
 - Membership types
 - Benefits (packages, discounts, nationwide access, rewards)
 - Use Membership Mindset Guide
 - Train on how to explain membership as an investment in skin health

Consult Like a Pro

- Walk through intake form review
- Demonstrate:
 - Skin analysis techniques
 - Enhancement recommendation language
- Emphasize:
 - Listening to client concerns
 - Educational (not salesy) approach
- Use Training Tips Guide

Service Flow Role Play + Feedback

- Conduct full mock service: greeting to closing
- Trainer or peer acts as client
- Provide real-time coaching:
 - Timing
 - Transitions
 - Verbal communication
- Focus on:
 - Building confidence
 - Creating consistency
 - Delivering professional experience

Overview of Day 2 Training

Day 2 Goals – Hands-On Practice, Technical Mastery & Service Confidence

The goal of Day 2 is to strengthen hands-on confidence and refine technical execution across core facial modalities. New hires will deepen their understanding of enhancement protocols, treatment timing, and effective client communication through guided demonstrations and supervised practice. By the end of the day, estheticians should feel more skilled in applying tools and techniques, more fluent in service flow, and more prepared to deliver consistent, results-driven experiences that align with Hand & Stone's service standards. **Recommended Resource: Dermalogica Protocols**

Welcome & Day 1 Recap

- Positive check-in
- Review key takeaways from Day 1
- Clarify questions or uncertainties
- Reinforce importance of confidence and consistency

NuFACE Microcurrent

- Overview of device and benefits
- Hands-on demo and guided practice
- Focus on:
 - Device placement
 - Glide techniques
 - Client explanation during service

LED Phototherapy

- Overview of LED code usage and protocols
- Hands-on demo and guided practice
- Focus on:
 - Device placement
 - Timing techniques
 - Client explanation during service

Scalp, Neck & Shoulder Massage

- Practice flow, pressure, and relaxation techniques
- Emphasis on staying within time limits

Microdermabrasion

- Overview, demo, and practice of:
 - Tool control
 - Overlapping passes
 - Verbal cues for clients
 - Post-care talking points

Chemical Peel Simulation

- Practice peel simulation using water
- Review application techniques and layering
- Reinforce client prep and expected sensations

Recap Service/Product Knowledge

- Review:
 - Facial menu
 - Product benefits and usage
 - Enhancement recommendations
- Connect skin concerns to ingredients and protocols
- Clarify any remaining confusion

Optional: DiamondGlow® Practice

- Overview, demo, and practice of:
 - Tool control
 - Overlapping passes
 - Verbal cues for clients
 - Post-care talking points

SOAP Notes, Wrap-Up & Sign Off

- Teach SOAP Note structure (Subjective, Objective, Assessment, Plan)
- Review progress and set expectations
- Officially sign off on training or schedule additional support

Overview of Day 3: Optional Training

Day 3 Goals – Confidence Building, Enhancement Fluency & Final Readiness

The goal of Day 3 is to reinforce confidence, close knowledge gaps, and ensure consistency in consultation, enhancements, and service delivery. This optional training day provides individualized support through targeted role play, technique refreshers, and final feedback. New hires will gain additional practice in client communication, retail conversations, and full-service flow execution. By the end of the session, estheticians should feel empowered, polished, and fully prepared to deliver elevated guest experiences with clarity, confidence, and professionalism.

Welcome & Final Topic Check-In

- Check on confidence and readiness
- Address any lingering questions or areas of uncertainty
- Personalize the training plan for the day

Consult & Enhancement Recommendation

- Role play:
 - Consultation process
 - Enhancement recommendations
- Focus on:
 - Language that feels natural
 - Client listening and goal-matching

Technique Stations

- Quick refresher demos + practice on:
 - NuFACE: glide and intro language
 - LED: positioning and timing
 - Peel: application layers and client prep
 - Microderm: passes and tool handling
 - Massage: flow and pressure

Home Care & Closing Conversation

- Practice:
 - Retail product suggestions
 - Future service planning
 - Pre-booking techniques
 - Use different client response scenarios (e.g., hesitant vs. interested)

Final Run-Through + Trainer Feedback

- Full mock service: greeting to close
- Trainer provides final feedback on:
 - Technique
 - Timing
 - Communication
- Esthetician self-reflection on readiness and next steps

Membership *Mindset*

Mission: Make it the best hour of their month

There's one essential ingredient true to everything we do that makes lasting results possible: **Consistency**. That's why membership is at our core.

Types of Memberships:

Month-
to-
Month

3m Pre-
Paid

6m Pre-
Paid

12m
Pre-Paid

Month-to-Month

Membership:

Most popular option due to its flexibility.

Benefits begin immediately upon enrollment (first package available with first payment)

First payment is processed 30 days after enrollment.

Membership auto-renews monthly on the same date.

30-day notice required to cancel, which includes one final payment and one last service credit.

90-day window to use any remaining credits after cancellation.

Pre-Paid Membership:

Available in 3-, 6-, or 12-month terms.

Paid in full at enrollment; no credit card on file needed.

Does not auto-renew.

All service credits available immediately and can be used at the member's pace.

Members retain access to member pricing and benefits for the duration.

Specials may apply to 12-month terms.

Gift card option available: membership starts when first service is redeemed.

Member Benefits:

Package Reserve

10% off
Home Care

Gift Cards

Nationwide
Access

Rewards
Program

Guest
Privileges

**This is intended to serve as a guide for talking points and can be customized to align with your spa's culture.*

Esthetic Resources

Click the image to download resource



Spa Menu:

The spa menu is a full list of all facial, massage, and enhancement services we offer. Guests see a simplified version online, but you'll use the full menu in-spa to guide personalized recommendations. *Spa Menus are customized per spa, not available for download.*



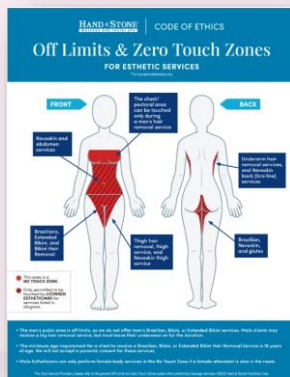
Approved Facial Combinations Guide:

A quick-reference guide outlining approved combinations of facials, enhancements, and modalities to ensure safe, effective, and protocol-aligned treatments.



Contraindications Chart for Facials:

A quick-reference guide outlining common contraindications and precautions to help estheticians determine facial treatment suitability and ensure client safety.



No Touch Zone:

A quick-reference guide highlighting areas of the face and body that should be avoided during facial treatments to maintain client comfort, safety, and compliance with brand standards.

Improve the Consultation | Effectively Read an Intake Form | Time Saving Tips | Measurement Guide

A trio of essential tools to help estheticians enhance client consultations, accurately interpret intake forms, and manage time efficiently - all while delivering personalized, results-driven services. *Click the name of the resource to download*

Training Tips

Supporting a New Hire's First Few Days

Use this guide to confidently onboard a new esthetician with consistency and structure. These flexible touchpoints can be adjusted based on service menu, experience level, and pace of training.

Consult Like a Pro

Set the foundation with confident communication.

- Review the General Intake Form & Service Orientation Form together.
- Demonstrate a thorough skin analysis.
- Practice how to naturally recommend facial enhancements during analysis.
- Emphasize trust-building through listening and clear explanations.

Closing With Confidence

Empower the esthetician to own the guest experience end-to-end.

- Role play how to recommend.
 - Homecare products based on guest goals.
 - Next service(s) and enhancements.
 - Pre-booking the next visit.
- Share tips to keep the conversation natural, not pushy.

Service Flow Role Play & Feedback

Help the new hire build confidence with hands-on walkthroughs by guiding them through a mock facial, giving real-time feedback on timing and technique, and highlighting their strengths to encourage momentum.

Service Overview, Demo + Practice

Use this section for any signature facial or upgrade service.

- Trainer performs a mini version of the service on a model (can be the new hire)
- New hire then performs the same protocol while being observed
- Pause to correct technique and answer questions live

Recap on Service/Product Knowledge

Anchor product and service education with real-world connections.

- Review the core retail lines used in services
- Connect product benefits to common skin concerns
- Reinforce signature facial steps and enhancement options

**This is intended to serve as a guide for talking points and can be customized to align with your spa's culture.*